

URBAN/MUNICIPAL

CA3 ON HW @ 79

A35

AGENDAS / MINUTES OF THE
TOURISM AND CONVENTIONS
DEVELOPMENT ADVISORY
BOARD July 23/92

URBAN/MUNICIPAL
CA3 ON HW 679
A35

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

A G E N D A

DATE: Thursday, July 23, 1992

TIME: 12:00 Noon

PLACE: 15th Floor Committee Room, Regional Offices

1. GENERAL

- a) Welcome and Introductions
- b) Election of Chairman and Vice-Chairman

2. NEW BUSINESS

- 2.1 Tourism and Conventions Development Advisory Board -
Discussion re: Terms of Reference
(J. Fardell)
- 2.2 Tourism and Conventions Development Advisory Board's
Role and Reporting Functions
(J. Fardell)
- 2.3 For the Information of the Advisory Board:
 - a) List of Names and Addresses of Advisory Board
Members
 - b) 1992-1993 Marketing Plan
 - c) Date and Time of Next Meeting
- 2.4 Other Business

3. ADJOURNMENT

URBAN MUNICIPAL
JUL 18 1992
GOVERNMENT DOCUMENTS

- c) That staff be authorized and directed to open a blanket purchase order with Olynyk, King and Duda Advertising equivalent to the 1991 budget level, and that this purchase order be adjusted accordingly following approval of the 1992 Budget. **Item 4.7**

11. Funding - Special Area Marketing Initiatives (ECO 92-008)

That staff be authorized and directed to disburse funds, allocated in the 1992-1996 Capital Budget to be used for specific area municipality economic development purposes and marketing initiatives. **Item 4.8**

12. Celebrate '92 (ECO 92-012)

- a) That the Acting Director of Economic Development be authorized and directed to execute agreements for the provision of Celebrate '92 programs with the following:

- i) RCMP Musical Ride
- ii) Empire Sandy Tall Ship
- iii) The Ramp and Tramp Flying Circus
- iv) Paul Bunyan Log Rolling Show
- v) Creative Arts Inc.
- vi) The Mystique Harbour Tour Boat
- vii) The Challenge Schooner

- b) That the agreements be in a form satisfactory to the Commissioner of Legal Services. **Item 4.9**

Note: Funds are allocated from Capital Budget Account 8151201-59054.

13. Proposal to reorganize the Tourism and Convention Development Task Force (ECO 92-114)

- a) That the Terms of Reference approved by Council on February 7, 1989, Report 2-89, Item 6 of the Economic Development and Planning Committee respecting the Tourism and Conventions Development Task Force, be rescinded;
- b) That the Tourism and Conventions Development Task Force be renamed the Tourism and Conventions Advisory Board;

- c) That the appointments to the Advisory Board expire with the Term of Regional Council;
- d) That the mandate of the Tourism and Conventions Advisory Board be to provide industry input into the activities and priorities of the Tourism Division of the Economic Development Department;
- e) That the composition of the Advisory Board consist of 7 citizen members;
- f) That Advisory Board be made up of the following private sector and tourism and convention interests:
 - i) Hotels
 - ii) Attractions
 - iii) Transportation
 - iv) Food
 - v) Arts and Entertainment
 - vi) Convention Facilities
 - vii) Labour
- g) That the Chairman of the Advisory Board be appointed from among the citizen members and be given a one year chairmanship;
- h) That the Advisory Board report quarterly to the Economic Development and Planning Committee. **Item 4.10**

14. Incentives for Business (ECO 92-011)

- a) That the issue of offering incentives to business and re-locating corporations be referred to the Regional Development Co-ordinating Committee;
- b) That the Committee be authorized and directed to undertake a study of this issue and that the completed study be presented to the Economic Development and Planning Committee for review and consideration.

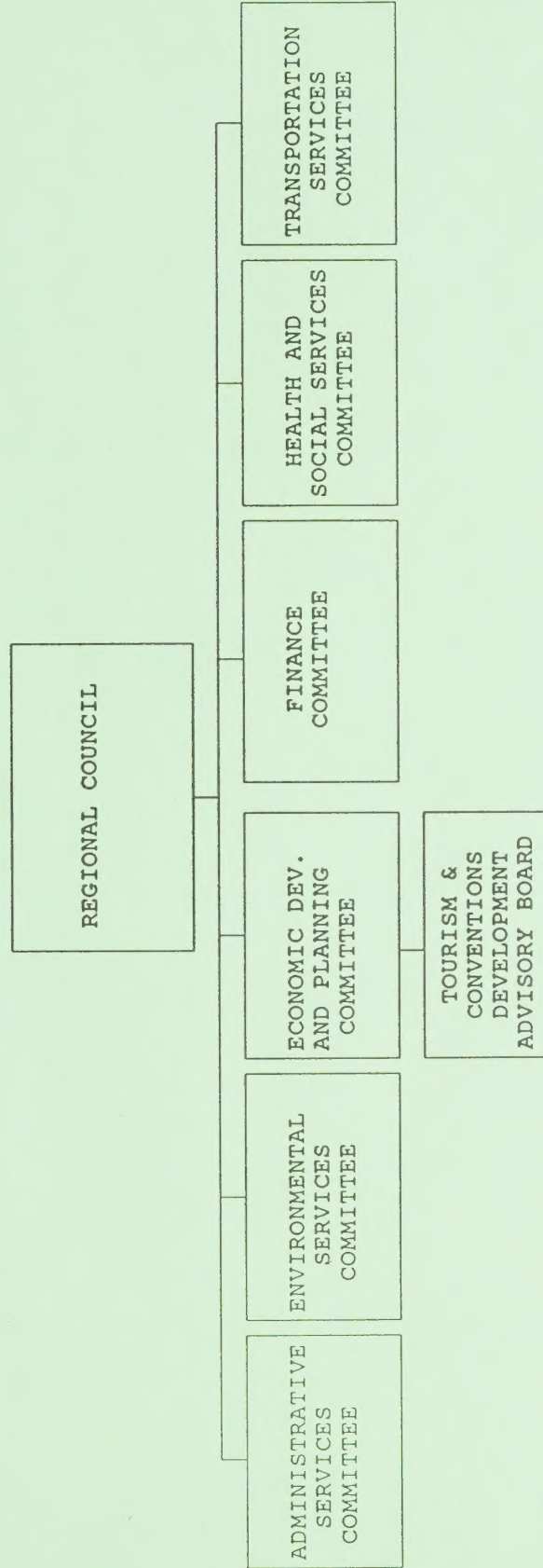
Item 4.11

Respectfully submitted,

D. Ross
Chairman

ORGANIZATION CHART

STANDING COMMITTEES OF REGIONAL COUNCIL



23
a)

TOURISM AND CONVENTION ADVISORY BOARD

CITIZEN MEMBERS:

Mr. Dick Brocker
General Manager
Royal Connaught Hotel
112 King Street East
Hamilton, Ontario
L8N 1A8

Mr. Don Dailley
African Lion Safari
RR#1
Cambridge, Ontario
N1R 5S2

Mr. Ken Gregg
30 Ricardo Court
Hamilton, Ontario
L8W 2S1

Ms. Margaret Tsangarakis
287 King Street East
Hamilton, Ontario
L8N 1B9

Mr. Gabe Macaluso
Hamilton Entertainment & Convention Facilities Inc.
101 York Boulevard
Hamilton, Ontario
L8R 3L4

Mr. Peter Mercanti
Carmen's Banquet Centre
1520 Stonechurch Road East
Box 142
Hamilton, Ontario
L0R 1P0

Mr. Tony DePaulo
86 Firenza Street
Hamilton, Ontario
L9C 6V7

23 b1

Tourism & Conventions Development Task Force
1992-93 Marketing Plan

Draft #2

After several meetings exploring some historical data as to what recommendations from previous task force reports to the Economic Development Committee had not been enacted upon, what results from previous recommendations had occurred with respect to increased tourism and convention activity in the Region, and what limited resources were available to the Visitor & Convention department to carry out the activities outlined in the 1991-92 Marketing Plan, the Tourism & Conventions Development Task Force have prepared the following recommendations to be reviewed by the Committee for inclusion in the new plan.

1. More historical data needs to be used to compare success and failure rates of past themes, projects, and advertising campaigns. This must be done for the past 5 years, at least, with a view to providing a stable market picture for tourism in the Greater Hamilton area without having the past 8 to 12 months of economic decline discolour our database and provide false assumptions for further marketing efforts.
2. Coupled with this recommendation, more reliable sources of data compilation on visitors, convention delegates, attendees at special events and the impacts they have, economically, on this community, must be addressed with additional resources next year so that we can get a realistic and reliable picture of the visitor and their spending patterns. It can no longer be acceptable to allow numbers of visitors to Information Centres be the indicators of numbers of enquiries regarding tourism products and services in the Greater Hamilton area. Type of enquiries at centres and on phone lines must be recorded so that accurate reflections of services being provided on local attractions, events and facilities show greater return for the investment of dollars into tourism information delivery mechanisms. The same holds true for attendances at special events. If 90% of attendees of local events are local residents, then marketing decisions can be made based on this type of information. Questionnaires must be done regularly to visitors and it should be determined if the visitor is a day visitor or staying overnight and the purpose of their visit so the department can more accurately determine expenditure impacts to the community.
3. With this analysis and a comparative spending pattern for the Department in the last two years (see below), we can make better judgments of emphasis for future promotions based on "a better bang for our buck":

Spending Priorities:

	1990	1991
Tourism		
Local	253,000	257,400
External	<u>164,650</u>	<u>122,000</u>
Total	417,650	379,400
Conventions		
Local	129,300	129,000
External	<u>145,050</u>	<u>135,000</u>
Total	274,350	264,000
Special Events	30,000	116,000
	<hr/>	<hr/>
TOTALS	712,000	759,400

Reported Results:	1989	1990
No. of Tourists (reported at ctrs)	25,885	17,847
No. of Visitors by Bus tours	82,455	87,435
No. of Convention Delegates	65,400	71,854

4. Priority Spending in the three areas of concentration for the department should be examined and emphasis placed where better returns are visible. The Tourism & Convention Development Task Force recommends the following emphasis as a guideline to an internal review:

1) Conventions

2) Special Events

3) Tourism with a Group Tourism Emphasis

More emphasis should be placed on the key elements of decision making for groups to choose Hamilton over other locations i.e. facilities available, rates, geographic location of the city. Factors such as nearby points of interest and available tourist attractions play only a minor role in the booking of a convention. Special Events support is also important to encourage development in that area to supplement the attractions with things to do in the area. Tourism should have a lower priority in the spending area since a study of tourism in the region over the last 10 years clearly shows that Hamilton becomes a tourist destination only when Toronto and Niagara

Page 3 Tourism & Conventions Development Task Force Report - 92-93

Falls are heavily booked. With the overbuilding of hotel rooms in these two cities in the last five years and the general drop in tourism levels in Canada, there is not such an impetus for tourists to come to Hamilton now. Although we must continue to publicize those attractions we do have, it is important to realize that we can only primarily attract tourists who are looking to fill in a vacation which includes Niagara Falls and or Toronto.

5. Areas of cutbacks in the tourism department could come from the funds allocated for multi-media buys in external and internal markets while still capitalizing on co-operative advertising campaigns with the Provincial Ministry of Tourism and the local private sector in those targeted markets for Hamilton. An example of this could be the Ontario Ministry Tabloid that is produced in the Spring every year with a specific request to incorporate a discount coupon.
6. Consideration should be given to cost benefits of each of the tourist information centres with some real hard and precise data that determines the numbers of inquiries, by whom, and for whom so that tourism information dissemination can be effectively measured. We had discussed in a previous report the possibility of a Tourist Information van or portable vehicle which could move from site to site depending on events, etc. which might be more effective than permanent locations. It was felt by the committee that the downtown centre should be downscaled, the seasonal centres evaluated over next summer with longer hours (May 1st to end of September with longer daily hours) to determine effectiveness. Signage for all centres should also be improved.
7. Local tourism advertising should be limited to the programs that highlight the importance of tourism to the community such as National Tourism Awareness Week, etc. along with the promotion of what is available in the community to see and do. Programs for this week are getting stale and need to be re-examined due to high cost expenditures in this area.
8. More emphasis needs to be placed on external tourism marketing to encourage more airlines to use Hamilton Airport as a destination. Another area which would help the airport traffic is for the Region to actively promote what is already coming into Hamilton. We could be promoting Hamilton as an airport destination via direct mail and personal calls to travel agents located in the existing feeder cities to start. Our collective experience has been that most such travel agents are unaware of the Hamilton option in booking their clients.

9. Another area that should be emphasized is the group travel business. Because of the relatively small budget that the region has available to it to compete with all other tourist activities in the world, the region's money would be best spent in the external marketplace promoting group tourism. More tourism familiarization tours should also be initiated by the Region to acquaint new tour operators with what the area has to offer as well as more support for group tour activities can be economically done through the Festival Country Travel Association's group tour program. When tours do come into the community, knowledgeable people who should be used at all times to guide tour through community.
10. Small amounts of expenditures should be made in attracting independent tourists from the areas bounded within a 500 mile radius of the city. This distance has been chosen as being suitable for those looking for a long weekend destination. Such advertising on this basis should continue to be done on a co-operative basis with the local hotels and attractions as is currently being done.
11. More local support for conventions needs to be addressed in terms of priorities of the department which could reap the best return for the community. The most successful activities have been as a result of a strong local committee of a regional or national association. To support this further, the Convention Ambassador Awards program should be strengthened. A possible suggestion on the Convention Ambassador Awards is to make the initial presentation of the award at the meeting of the recipient's group. By doing this, we would be broadly expanding the number of people who are aware of the award. The overall dinner and presentation evening could also be retained. Another item relating to this program which we acknowledge has begun, is for Regional people to speak to as many groups and clubs about this program as they can. This can be an extremely cost efficient way to publicize the program.
12. As the increase in conventions rises, so to will the need to have available staff resources to prepare bids, work with local committees and assist where possible in the actual convention program. Staff Resources must be evaluated to clearly redefine priorities within the department.
13. The priority of the Department to concentrate on city-wide conventions that would have to hold their convention at the Convention Centre should be re-evaluated. More balance on selling groups that have the potential of having conventions and group meetings in facilities at the major hotels and banquet halls in the area needs to be addressed.

Regional staff should not be subsidizing the sales efforts of HECFI to put forward the Convention Centre as the first choice of conventions who could go elsewhere. This item had been raised as an issue in our last report where pick up rates at convention hotels are not as good as originally estimated by convention organizers. The plan needs to identify these difficulties experienced by local accommodations when city wide convention business does not meet attendance expectations and to emphasize more action on smaller sized conventions with a mechanism to allow all area hotels to participate in smaller convention business once the overall city destination has been determined. Emphasis should be placed on marketing conventions that only deal with one person at one location for co-ordination of the conference if numbers range from 200 to 500 delegates.

14. The department should continue to work on co-operative trips among all of the convention facilities available in the city and region. Recent trips to Ottawa and Toronto have been successful in attracting group business. This effort will most likely require more people to be "on the road" from this department.
15. Subsidies to event co-ordinators and planners should be co-ordinated by this department to a greater degree between the area municipalities. For example, City of Hamilton subsidizes quite a number of programs, some of which compete with each other and with other programs sponsored by other area municipalities in the Region. Some co-ordination through the special events office would make sure that local tax dollars are being used in as efficient manner as possible and we would suggest that all funding be channelled through one source in the granting process.
16. Special Event packaging should be developed further to promote overnight, weekend and shoulder season packages. Co-operative efforts for cross promotions between festivals should be explored more fully.
17. Environmental considerations must be factored into tourism and convention operations and input should be given to sustainable development concepts.
18. A careful examination of direct tourism results from overseas trips must be done to evaluate expenditures in this area with the expectation that results should be felt in the community within one to two years. Emphasis at the local level with receptive tour operators is extremely important to this phase of the operation.

19. Re-examine the Ontario market for tourism since U.S. and overseas tourism markets are dropping especially in light of the new Ministry of Tourism program recently announced called "Celebrate Ontario" where monies are being set aside to help local communities promote their special events.
20. The committee supports the dropping of Greater Hamilton Day at the CNE.
21. Installation, prominent display and servicing of more Regional brochure racks in strategic locations such as shopping malls, attractions, hotels, restaurants, etc.
22. GST absorption campaign to offset negative response by foreign visitors needs to be addressed.
23. Explore possible co-op marketing with Niagara Falls and other markets such as the Golden Horseshoe, Kitchener and other desirable areas to greater distance receptive travel and tour operators. Joint bidding for conventions and other co-operative programs through Festival Country should be developed. Any connections through Hamilton Airport through Pittsburg should also be supported in this area.
24. Events line needs further refinements and more accessibility. Perhaps some program on SpecTel or through the data source currently being accumulated through the Library on events, attractions, recreational programs, etc. could be utilized once on line.
25. We repeat our suggestion of an ongoing Point of Purchase Hospitality program encouraging front line employees to be courteous, friendly, and knowledgeable about local tourism related events, facilities, etc. This program might make a good launch during National Tourism Awareness Week. To tie into this, the committee urged the development of a generic in house hospitality training program locally possibly on video which could be developed with the co-operation of local education facilities.
26. We again emphasize the need for a public forum/or workshop to be held at least once a year so that the private sector and other members of the hospitality and tourism industry could focus attention on a two way dialogue on trends, ideas for marketing, problems, future plans, and developments in the Region.

27. Because of the serious implications of misleading statistical information which could lead to wrong conclusions in the department's marketing themes as well as providing inconclusive market data to the private sector interested in investing in the community, the Task Force again recommends that the Region act as a catalyst for an area-wide monitoring system to be put in place which would have the following characteristics:

- a) private sector stats remains confidential
- b) private sector pays for program through subscription
- c) findings are released only in aggregate form and only to those who financially participate and provide data input

Such a monitor system could be administered through a private third party with the following results:

- a) give the Region reliable data to identify trends, market conditions, etc.
- b) give the Region the ability to cross reference the state of the tourism industry in Hamilton-Wentworth with provincial and national statistical data
- c) give the private sector an ability to compare their performance with the average of similar types of facilities
- d) by tracking regional data the region and the private sector will be able to develop better business strategies
- e) statistics can be used by the private sector and the Region for annual planning and budgeting purposes
- f) information can assist in making financial arrangements with banks and other lending institutions for private sector and foster future development in the Region

28. Earlier this year, we recommended that the Region's Tourism and Convention staff work closely with the Hamilton Parking Authority and other private parking operators to develop some promotional opportunities that would be beneficial to the incoming tourism and convention markets.

29. We also feel that a review of the Region's bus pass policy for conventions needs to be done with a view to providing a more beneficial program for convention delegates in a more cost efficient manner perhaps with a view to paying only for those used.

30. The task force also supports the review of the 1986 Tourism Strategy report (Peter Barnard Study) to see if, 5 years later, we have accomplished what we agreed we set out to do and that a further 5 year plan be initiated with the assistance of the private sector.

31. The task force recommends that the Economic Development Committee utilize the expertise and resources available through the Visitor & Conventions Development Task Force to a greater degree than it presently does.
32. All main routes into Hamilton should have some type of signage or information pertaining to this great city. These signs should be changed regularly.
33. A program needs to be promoted to bring schools from other cities to Hamilton for their "out of town" trips.

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

URBAN/MUNICIPAL

CAS ON HW 279

A35

1992

A G E N D A

DATE: Thursday, September 3, 1992

TIME: 12:00 Noon

PLACE: 3rd Floor, Economic Development Department
1 James Street South

1. GENERAL

- a) Minutes of the Tourism and Conventions Development Advisory Board meeting of July 23, 1992
- b) Election of Vice-Chairman

2. NEW BUSINESS

2.1 Economic Development Department

- a) Organizational Charts/Overview/Job Descriptions
- b) Summary of Marketing Plans for the 1990, 1991, 1992
- c) Annual Report
- d) Budgets for Marketing and Administration

2.2 Other Business

- a) October 1, 1992 - 12:00 p.m.
Location to be determined

3. ADJOURNMENT

URBAN MUNICIPAL

GOV'T DOCUMENTS

1a

MINUTES OF THE TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

The Tourism and Conventions Development Advisory Board met on Thursday, July 23, 1992 at 12:00 noon, 15th Floor Committee Room, Regional Offices.

Present: D. Dailley, K. Gregg, M. Tsangarakis, G. Macaluso,
P. Mercanti

Absent with Regrets: D. Brocker, T. DePaulo

Also Present: Messr. J. Fardell, Mmes. C. Biggs, L. Sohal

1. GENERAL

a) Welcome and Introductions

All members of the Board were welcomed to the first meeting of the Tourism and Conventions Development Task Force. Each member introduced themselves and gave a brief background.

b) i) Election of Chairman

Nominations were called for the Chairman of the Tourism and Conventions Development Advisory Board.

(Macaluso/Gregg)

That Peter Mercanti be nominated as Chairman of the Tourism and Conventions Development Advisory Board.

There being no other nominations, they were declared closed.

Peter Mercanti was declared **Chairman** of the Tourism and Conventions Development Advisory Board.

ii) Election of Vice-Chairman

Nominations were called for the Vice-Chairman of the Tourism and Conventions Development Advisory Board.

The Board agreed to defer the election of a Vice-Chairman of the Tourism and Conventions Development Advisory Board due to the absence of two members.

Board Chairman P. Mercanti assumed the Chair.

2. NEW BUSINESS

2.1 Tourism and Conventions Development Advisory Board - Discussion re: Terms of Reference

Joe Fardell spoke on this issue

The Board should be used as a "sounding barrier" to the Economic Development and Planning Committee.

- "bouncing off" ideas at the Board level
- advising staff on the direction they should be taking
- reviewing plans and marketing strategies
- presenting suggestions for programs to the Committee
- recommending ideas to be implemented to the Committee

The Board should be utilized in their areas of expertise to their fullest extent and staff should be supportive of the recommendations that are proposed by the Board.

2.2 Tourism and Conventions Development Advisory Board's Role and Reporting Functions

Joe Fardell spoke on this issue

- The Board expressed some concern respecting the absence of the Chairman of the Economic Development and Planning Committee or another member at the first meeting of the Tourism and Conventions Development Task Force. Staff explained that they were in attendance at a meeting at City Hall and sent their regrets.
- It was agreed by the members of the Board that correspondence should be forwarded to Councillor Don Ross, Chairman of the Economic Development and Planning Committee. This letter should outline the purpose of the Board and request clarification as to what the Committee expects of the Board, to ensure that both parties have the same goals in mind.

- Some of the members were ambiguous with respect to the structure of Regional Council and the reporting procedures. Staff explained that the Tourism and Conventions Development Advisory Board reports directly to the Economic Development and Planning Committee, which is a Standing Committee of Regional Council. The Economic Development and Planning Committee is comprised of nine Members of Regional Council and the Regional Chairman.
- A list outlining the Members of the Standing Committees of Regional Council was distributed to all members of the Board for their information.

Some of the roles of the Board were outlined as follows:

- a) to offer ideas, suggestions, policy guidance, and simple advice in the areas of tourism and convention
- b) to comment on a marketing plan for 1993 to the Economic Development and Planning Committee in the Fall of this year

In order to understand more clearly the expectations of the Board, staff were asked to prepare a presentation before the Board at the next meeting respecting the past, present and future marketing plans.

(Dailley/Gregg)

- a) That staff be directed to prepare reports respecting the following issues:
 - i) Organizational Charts and Job Descriptions for the Economic Development Department, and an overview of what the department does;
 - ii) Summary of marketing plans for the last 3 years;
 - iii) Budgets for marketing and administration - how much is allocated to tourism and to conventions and what other areas are funds being budgeted for;
 - iv) Executive summaries of previous trends in the tourism and convention industry;
 - v) Strategies for the next year;

- vi) Brief outline of where the Board has been, where they are at and where they are headed.
- b) That once these reports have been completed they be presented before the Board. **CARRIED.**

2.3 For the Information of the Board:

The following items were received:

- a) List of Names and Addresses of the members of the Tourism and Conventions Development Task Force
- b) 1992-1993 Marketing Plan
- c) Date and Time of Next Meeting

The members of the Board decided that future meetings of the Tourism and Conventions Development Task Force would be moved around to various locations in the Region (i.e. It's All Greek to Me Restaurant, the Royal Connaught Hotel, H.E.C.F.I., African Lion Safari, Economic Development Department)

It was decided that the next meeting would be Thursday, September 3, 1992 at 12:00 noon in the Economic Development Boardroom (Lunch will be provided)

CARRIED.

3. ADJOURNMENT

There being no further business the meeting adjourned at 2:05 p.m.

Chairman

Secretary

2.1

REGION OF HAMILTON-WENTWORTH


INFORMATION ITEM

DATE : August 25, 1992

REPORT TO: Chairman and Members
Tourism and Conventions Development Advisory Board

FROM: Joe Fardell
Manager, Tourism & Convention Services
Economic Development Department

SUBJECT: Economic Development Department Marketing Plans

JF


Joe Fardell
Manager
Tourism & Convention Services

The reports requested in the Tourism and Conventions Development Advisory Board are as follows:

- i) Organizational chart and job descriptions for the Economic Development Department staff are attached.

The goal of the Tourism and Convention Services Division is to increase the awareness of Greater Hamilton and to increase the number and length of stay of visitations to Greater Hamilton generating more revenue for the community.
See Annual Report 1991 for overview of programs.

- ii) Summaries of marketing plans for 1990, 1991, 1992 are attached.

- iii) Budgeting for marketing and administration are as follows:

Tourism	- \$756,635.00 (includes Special Events)
Conventions	- \$576,340.00

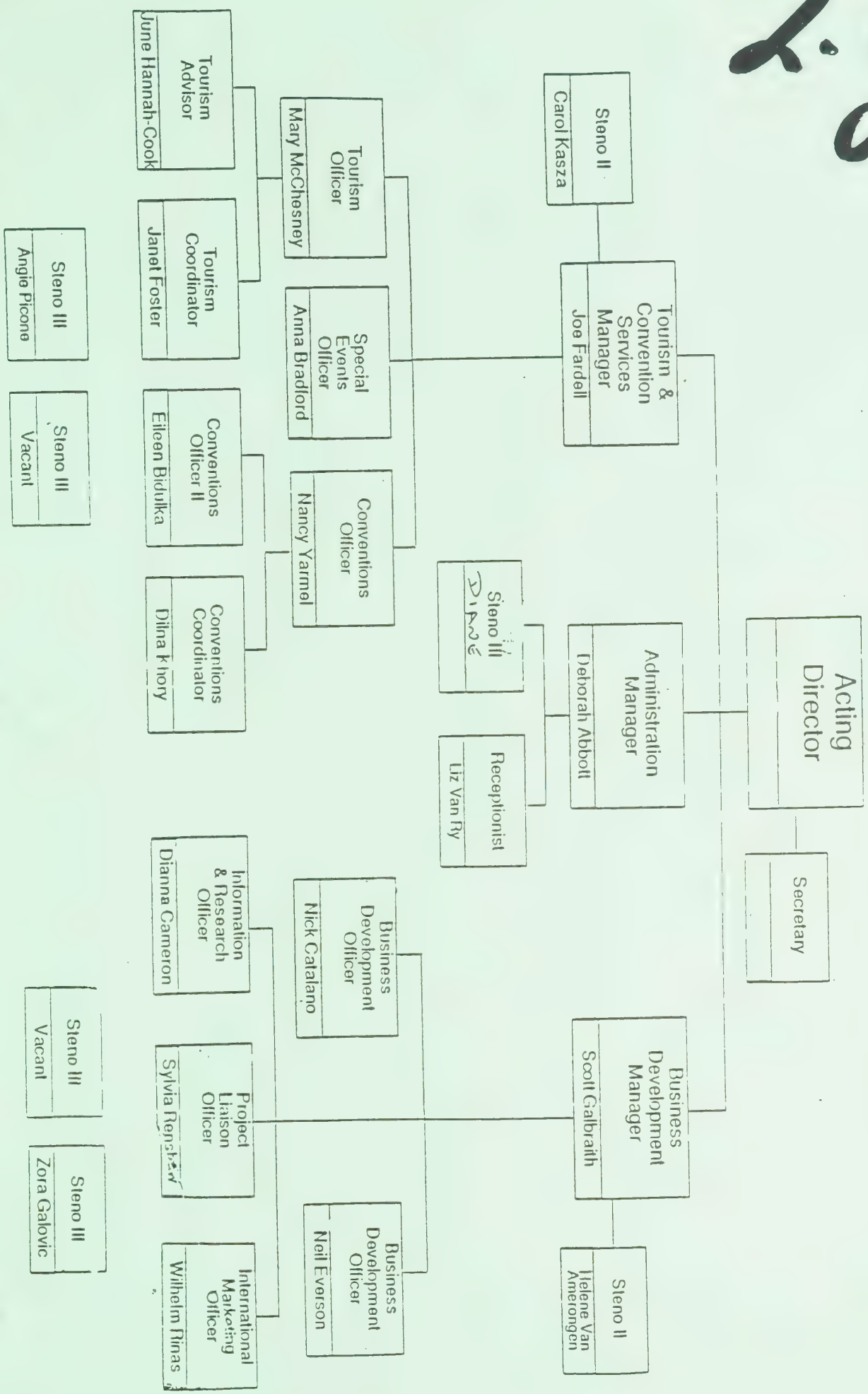
- iv) See Annual Report

- v) Not yet completed.

attachments.
JF/ck

2.1 a)

Economic Development Department



THE REGIONAL MUNICIPALITY OF HAMILTON-
WENTWORTH

requires

ECONOMIC DEVELOPMENT DEPARTMENT

CALL NO. HW

CELEBRATE '92 ASSISTANT - (CONTRACT POSITION)

Summary of Duties:

Reporting to the Manager, Visitor and Convention Services, assist in all aspects of planning and execution of the Celebrate program and other assigned duties related to the Tourism Department.

General Duties:

Assist in all aspects of the Celebrate program such as events planning, marketing, media relations, fund raising and sponsorship.

Assist in compiling and distributing region wide event information.

Assist in the preparation and production of brochures, flyers and other documents through desktop publishing.

Receive and answer inquiries from the public regarding the Celebrate '92 program.

Perform other duties as assigned which are directly related to the functions of this job.

Qualifications:

Related training or experience in business, marketing, planning and executing large scale special events and in the routine operation of a computerized business office normally acquired through the completion of post secondary education.

Must possess excellent written and verbal communications skills.

Experience in a computerized environment - knowledge of Word Perfect 5.1, Lotus 123, Ventura Desktop Publishing and Harvard Presentation Graphics.

Knowledge of the Special Event industry in Hamilton-Wentworth preferred.

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

requires

ECONOMIC DEVELOPMENT DEPARTMENT

CALL NO. 4527HW

MANAGER, TOURISM AND CONVENTIONS

Summary of Duties:

Reporting to the Director of Economic Development, be responsible for the administration, co-ordination and overall management of the Tourism and Conventions section. Act as liaison between the department, community, industry and federal and provincial governments for the promotion of tourism, conventions and special events in the Regional Municipality of Hamilton-Wentworth.

General Duties:

Act as liaison officer between the department and the hospitality industry and related branches of federal and provincial governments.

Promote the Region as an area for tourism, conventions and special events.

Prepare and monitor marketing plans, working in conjunction with the private sector, as well as, the federal and provincial departments of tourism.

Develop and maintain contact and marketing support from the federal and provincial tourism departments.

Prepare and administer budget for Tourism and Conventions section.

Maintain records of progress on year-to-date and revenue levels.

Attend conventions and shows outside the Region to promote Regional tourism and conventions facilities.

Recruit, train, supervise, and discipline Tourism and Conventions staff.

Supervise government grant programs and summer students.

Represent department at Tourism and Conventions Task Force meetings, Committee and Council meetings as required.

Assist in the continuing development of an advertising and promotional program.

Perform other duties as assigned which are directly related to the normal functions of this position.

Qualifications:

University Degree together with four years' experience in marketing, advertising, public relations and business administration.

Experience in the "hospitality industry" and tourism promotion.

Excellent interpersonal skills and ability to deal with elected officials, government departments, all levels of management, staff and the general public.

Provision of a car by the individual for use on the job.

Willingness to travel and to work flexible hours.

Fluency in a second language would be an asset.

THE REGION... MUNICIPALITY OF HAMILTON-WENTWORTH
ECONOMIC DEVELOPMENT DEPARTMENT

FILE COPY
REC 102

Requires A

TOURISM OFFICER

CALL NO. 3107

Summary Of Duties:

Report to the Manager, Visitor and Convention Services Division; increase tourism to Hamilton-Wentworth by implementing marketing programs as set out by the Region.

General Duties:

Make sales calls to prospective tour operators, wholesalers and travel agents in Ontario, Quebec and in U.S. cities to persuade them to sell the Region to the travelling public.

Co-ordinate co-op participation in sales programs organized by the Canadian Consulate field offices and the Ontario Ministry of Tourism and Recreation.

Organize consortium sales blitzes in major markets via motorcoach/team air programs.

Develop vacation packages for tour wholesalers, travel agents, motorcoach operators and group leaders.

Attend marketplaces and consumer shows in Ontario, Quebec and the U.S.A. soliciting business for the Region's attractions, restaurants, festivals, major events and hotels/motels.

Organize familiarization tours for prospective travel trade clients and travel trade writers.

Accompany prospective travel trade clients, travel writers on inspections of the Region's attractions, hotels, etc.

Responsible for hiring, training and supervision of travel counsellors for posting at tourism information centres.

Supervising general duties of tourism co-ordinator.

Liaise with the Region's hospitality industry, encouraging participation in the various marketplaces attended by the Visitor and Convention Services Division.

Carry out research and studies to devise new marketing programs.

Responsible for implementing local tourism awareness promotions directed at the Hamilton-Wentworth Region and outside of our community.

Any other duties as may be assigned by the Manager of the Visitor and Convention Services Division.

Qualifications:

Community College or University graduate in marketing/business or several years' related experience in the tourism industry.

Must be a self-motivated, effective negotiator, with the ability to motivate leaders in the hospitality industry, travel trade and other such groups, to visit the Region.

Must possess excellent writing and oral communication skills.

Must have a wide knowledge of hotel operations, attractions, restaurants, festivals, special events, etc., found in the Region, and have a history of successful experience in the marketing of said items.

Must possess a valid Ontario Driver's Licence, Class "G".

Provision of a vehicle by the individual for use on the job.

JUL 10 1989

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

JOB TITLE:	Tourism & Trade Co-ordinator (Tourism & Travel Trade Co-ordinator)	POSITION NUMBER:	REC.103
DEPARTMENT:	Economic Development	OCCUPATION CODE:	
SECTION:	Tourism & Conventions	UNION CODE:	
DIVISION:			
UNION LOCAL:	C.U.P.E. 167	LAST REVISION:	89/07/13 yr m d

JOB SUMMARY: Report to Tourism Officer. Promote tourism for Hamilton-Wentworth Region.

SPECIFIC DUTIES:

Attends tourism marketplaces and consumer shows in Canada and United States to promote the Region attractions, restaurants, festivals, major events, hotels and motels.

Receives and answers inquiries from public, motor coach and tour operators, government and other agencies.

Provides travel services such as walking tours, written information, brochures, guided tours and audio-visual presentations.

Makes sales calls to prospective tour operators, wholesalers and travel agents to promote tourism in the Region.

Conducts tours for travel writers and tour operators.

Schedules tourism meetings for hospitality industry to promote participation in Regional special events and tourism marketplaces.

Develops travel itineraries for prospective clients.

Oversees volunteer tourism staff and summer students.

Compiles visitor statistics such as occupancy and attendance figures.

Writes reports; composes correspondence.

Promotes local attractions to citizens of the Hamilton-Wentworth Region.

Updates local tourist publications such as dining and accommodation guides.

Researches new marketing programmes.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

OB TITLE:	Travel Counsellor	POSITION NUMBER:	REC 114
DEPARTMENT:	Economic Development	OCCUPATION CODE:	
ACTION:	Tourism & Conventions	UNION CODE:	
DIVISION:			
REGION LOCAL:	C.U.P.E. 167	LAST REVISION:	89/12/20 yr m d

OB SUMMARY: Report to Tourism Officer. Provide tourist and convention information; oversee Tourist Information Centres.

PECIFIC DUTIES:

collects and packages tourist information and displays.

conducts tours; gives presentations.

oversees students and volunteers.

prepares schedules.

rites reports, composes routine correspondence.

receives and answers routine inquiries from public, staff and visitors.

requisitions and maintains an inventory of equipment and supplies such as brochures.

ransports, loads and unloads boxes.

receives and answers routine inquiries from tourists at counter.

ompile statistics.

nputs and retrieves data such as motor coach profiles.

represents and promotes Region at tourism related functions.

opens and closes buildings; reports problems.

Arranges and sets up seasonal tourist information centres such as hydro hook-up and Bell service.

performs other duties as assigned which are directly related to the major responsibilities of the job.

COMPLETED

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

JOB TITLE: Special Events Officer POSITION NUMBER: REC 112
DEPARTMENT: Economic Development OCCUPATION CODE:
SECTION: Tourism & Conventions UNION CODE:
DIVISION:
UNION LOCAL: C.U.P.E. 167 LAST REVISION: 90/05/01
y m d

JOB SUMMARY: Report to Manager of Tourism and Conventions. Attract and promote special events; provide technical assistance for festival and events.

SPECIFIC DUTIES:

Provides technical assistance for festivals and events such as Peach Festival and ^{Festitalia} Festival Italia.
Acts as a resource person; provides advice and guidance for agencies, groups and special events.
Creates special events committee bulletin.
Supervises volunteers and students.
Arranges for marketing and fund raising consultants to initiate and promote festivals and events to the community.
Prepares and presents talks on how to prepare and promote events and materials.
Conducts promotional workshops such as Special Events update Committee.
Plans and co-ordinates ^{and prepares} feasibility studies; makes presentations to committee and community groups.
Maintains awareness on current area and world wide trends.
Liaises with organizations such as educational institutions, special events associations, volunteer groups and event organizers.
Writes reports such as skyline articles, calendar of events update and committee reports.
Creates and updates the Event line and Greater Hamilton events Calendar; distributes to visitors and convention facilities.
Prepares promotional material such as brochures and newspaper ads.
Sets up promotional displays.
Receives and answers inquiries from elected officials, event planners and community organizations.
Travels to and attends events to attract national and international events in Hamilton-Wentworth.
Attends local conventions; ~~resolves complaints~~.
Compiles and maintains records such as event bookings.
Prepares special events and local promotion budgets.
Performs other duties as assigned which are directly related to the major responsibilities of the job.
Co-ordinate ~~major~~ aspects of special events including protocol, official opening/closing ceremonies, sponsorship, entertainment and media relations
Responsible for all special events

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH
requires

ECONOMIC DEVELOPMENT

CALL NO. 4890HW

CONVENTIONS OFFICER * (Temporary)

Summary of Duties:

Report to the Manager, Visitor and Convention Services Division, increase tourism to Hamilton-Wentworth by soliciting convention, meetings and trade shows.

General Duties:

Develop conventions actively, principally from Ontario and Canadian Associations, by soliciting support of association executives and local members.

Responsible for implementing local awareness promotions directed at local member(s) of Provincial, Canadian and internationally-based organizations.

Travel outside Region to call on accounts, attend prospective conventions to make presentations to Boards of Directors.

Organize and accompany prospective meeting organizers on inspections of hotels and related convention facilities in our community, ensuring that the client receives the best impression of our Region.

Participate in all Tourism Canada and Ontario Ministry of Tourism and Recreation sponsored sales promotions.

Implement special promotional programs in designated territory.

Liaise with hotels, University conference co-ordinators and convention facilities, encouraging participation in Hamilton-Wentworth sponsored sales promotion activities.

Facilitate the organization of conventions and provide services to clients.

Carry out research and studies to devise new marketing programs.

Perform other such duties as directed by Manager.

Qualifications:

Community college or university graduate in marketing and/or business.

Must be a self-motivated, effective negotiator, with the ability to motivate leaders in hospitality industry, trade and professional groups, to extend convention invitations.

Must possess excellent writing and speaking skills.

Must have a wide knowledge of hotel operations, meeting planning, customs and government programs, and have a history of successful experience in the marketing, sales and servicing of conventions and meetings.

Must possess a valid Ontario Driver's licence, Class "G".

Provision of a vehicle by the individual for use on the job.

Salary: \$33,596.25 - \$39,617.12 per annum

Hours: 35 per week

requires

ECONOMIC DEVELOPMENT DEPARTMENT

CONVENTION SALES OFFICER II

Summary of Duties:

Reporting to the Manager, Visitor and Convention Services Division, increase tourism to Hamilton-Wentworth by soliciting conventions, meetings and trade shows.

General Duties:

Develop conventions actively, principally from Ontario and Canadian Associations, by soliciting support of association executives and local members.

Responsible for implementing local awareness promotions directed at local member(s) of Provincial, Canadian and Internationally based organizations.

Travel outside Region to call on accounts, attend prospective conventions to make presentations to Boards of Directors.

Organize and accompany prospective meeting organizers on inspections of hotels and related convention facilities in our community, ensuring that the client receives the best impression of our Region.

Participate in all Tourism Canada and Ontario Ministry of Tourism and Recreation sponsored sales promotions.

Implement special promotional programmes in designated territory.

Liaise with hotels, University conference co-ordinators and convention facilities, encouraging participation in Hamilton-Wentworth sponsored sales promotion activities.

Facilitate the organization of conventions and provide services to clients.

Carry out research and studies to devise new marketing programmes.

Perform other such duties as directed by Manager.

Qualifications:

Community College Diploma in Business or Hospitality related disciplines.

Must be a self-motivated, effective negotiator, with the ability to motivate leaders in hospitality industry, trade and professional groups, to extend convention invitations.

Must possess excellent written and oral communication skills.

Must have a wide knowledge of hotel operations, meeting planning, customs and government programmes, and have a history of successful experience in the marketing, sales and servicing of conventions and meetings.

Must possess a valid Ontario Driver's licence, Class "G".

Provision of a vehicle by the individual for use on the job.

Salary: \$27,278.68 - \$32,060.60 per annum (1988 rates)

Hours: 35 per week

COMPLETED

AUG 14 1989

*Below***THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH**

JOB TITLE:	Conventions Coordinator	POSITION NUMBER:	REC.105
DEPARTMENT:	Economic Development	OCCUPATION CODE:	
SECTION:	Tourism & Conventions	UNION CODE:	
DIVISION:			
UNION LOCAL:	C.U.P.E. 167	LAST REVISION:	89/08/09 yr m d

JOB SUMMARY: Report to Manager, Tourism and Conventions. Promote the Region; organize and provide services to conventions booked and held within the Region.

SPECIFIC DUTIES:

Assists in the preparation and implementation of Marketing Plans of the Convention servicing function

Meets with Meeting Planners and their Committees to plan their conventions; offers services such as central reservations office, conventions registration assistance, customs assistance, information literature, speakers, photographers, entertainment, tours, partners programs, day care transportation, giveaways, airport welcoming.

Liaises with service and community organizations such as Hotels, H.E.C.F.I., Hamilton & District Chamber of Commerce, McMaster University and Mohawk College.

Receives and answers inquiries from association executives, meeting planners, elected officials and community organizations.

Attends conventions; gives presentations to promote the Region.

Travels to and attends conventions in Canada and the United States of America to promote Regional convention services, accommodations and attractions for the purpose of attendance building.

Arranges and accompanies Meeting Planners on familiarization tours of facilities.

Oversees volunteer Convention Services staff.

Coordinates Convention Planning Meetings.

Attends local conventions; resolves complaints.

Prepares and updates convention lists.

Inputs and retrieves housing data.

Distributes brochures and promotional literature at conventions.

Compiles and maintains records such as convention bookings.

Arranges and coordinates displays, banners and invitations.

Performs other duties as assigned which are directly related to the major responsibilities of the job

- 129999

COMPLETED JUL 10 1989

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

JOB TITLE:	Stenographer II	POSITION NUMBER:	REC.110-A
DEPARTMENT:	Economic Development	OCCUPATION CODE:	
SECTION:	Tourism & Conventions	UNION CODE:	
DIVISION:			
UNION LOCAL:	C.U.P.E. 167	LAST REVISION:	89/06/26 yr m d

JOB SUMMARY: Report to Manager, Tourism and Conventions. Perform stenographic and clerical duties associated with the operation of the Tourism and Conventions Section.

SPECIFIC DUTIES:

Types and word processes forms, correspondence and reports from copy and dictation.

Schedules and arranges for meetings and appointments.

Maintains office filing system such as correspondence and card files.

Prepares tourist information packages for clients and public such as accommodation, restaurants and attractions.

Receives and answers routine inquiries from public, clients and staff.

Designs exhibit booth; arranges for transportation to set-up for events.

Sorts and distributes incoming mail; processes outgoing mail.

Maintains a calendar of events; updates recording on telephone event line.

Compiles and updates mailing lists for special events, tourism and conventions.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

J *Office* **COMPLETED**

THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

JOB TITLE:	Stenographer III	POSITION NUMBER:	REC.111-A
DEPARTMENT:	Economic Development	OCCUPATION CODE:	
SECTION:	Tourism & Conventions	UNION CODE:	
VISION:			
UNION LOCAL:	C.U.P.E. 167	LAST REVISION:	89/11/06 yr m d

JOB SUMMARY: Report to Manager, Tourism and Conventions. Perform stenographic and clerical duties associated with the operation of Tourism and Conventions Sections.

SPECIFIC DUTIES:

Types and word processes reports, records and correspondence from copy and dictation.

Prepares tourist information packages for clients and public such as accommodation, restaurants and attractions.

Maintains inventory of office supplies and brochures.

Receives and answers routine inquiries from clients, public and staff.

Receives clients and visitors.

Sorts and distributes incoming mail; processes outgoing mail.

Maintains office filing system such as correspondence and client files.

Compiles statistics such as visitors to the Region.

Performs other duties as assigned which are directly related to the major responsibilities of the job.

TOURISM AND CONVENTIONS SERVICES SUMMARY

TOURISM

Southern Ontario and the U.S. states bordering Ontario continue to be our largest market.

In 1989, Greater Hamilton experienced a large increase in international travel of individuals and groups due to expanded services at **Hamilton Airport**, increased community awareness of its services and promotional efforts of this Department, Canada Coach Lines and downtown hotels.

The 1990 campaign will be directed toward penetration of the **lucrative Japanese market**. Efforts will concentrate on tour wholesalers looking for new attractions and combination attractions.

The **Downtown Tourist Information Centre** is proving an attractive focal point for demonstrating our positive attitude toward visitors. The opening of a major Tourist Information Centre between Fifty Road and Confederation Park will reinforce this positive attitude.

Contributing to the increase of visitors is the effective relationship between this Department and major tour operators. Familiarization tours for Group Leaders and Tour Operators will be further explored to highlight our attractions and facilities.

TOURISM AND CONVENTIONS SERVICES SUMMARY

CONVENTIONS

Target market groups will be local, provincial, national and international associations.

Efforts will be directed towards developing local community association members. To attract conventions and conferences, it is important to inform representatives of local and provincial associations of the facilities and services we provide. Staff will target organizations associated with Greater Hamilton, medical and educational institutions, and union organizations.

Statistics continue to indicate that provincial associations account for the largest share of conventions held in Ontario. Attendance at provincial association conferences tends to be within the 500 - 1,200 delegates range, optimal sizes for Greater Hamilton convention facilities.

Conventions are becoming increasingly competitive. Although the Region has earned recognition as a convention destination, it is important to market ourselves before and during each convention, and through incentives to convention organizers that prove our commitment to convention servicing.

Site inspections throughout the year will target Local and Provincial Executives with great emphasis on the Canadian Society of Association Executives. (C.S.A.E.) Conference to be held in Hamilton in 1990.

Our marketing efforts, the continuation of excellent communication, and liaison with each convention facility will be further enhanced.

TOURISM AND CONVENTIONS SERVICES SUMMARY

SPECIAL EVENTS

Special events are exciting for those who participate. Reasons for staging special events are numerous, however, a strong correlation has been established between the staging of special events and growth in tourism. Other reasons for hosting special events include:

- enhancing the image of the community
- attracting visitors to the community
- extending the stay of visitors or encouraging them to return
- extending (in certain cases) the tourist season
- focusing on the natural environment, or highlighting the cultural, social mix of the community
- sharing cultural, heritage or sporting skills with others
- encouraging residents to become more involved in the community
- developing community spirit
- encouraging residents to stay in the community and spend more of their disposable income

In 1989, there was a marked increase in attendance at local special events and festivals. This was a result of specific efforts made by this Department and event organizers to make the media, visitors and residents more aware of what was happening in the Region.

Development of programs and implementation of planning of Phase II of **Aquarama**, a water-related event, will proceed in 1990. Phase I of the **Marching Bands Review** will be presented in 1990.

TOURISM EXECUTIVE SUMMARY

Greater Hamilton tourism industry operates in an environment of intense and increased domestic and international competition. Tourism is growing rapidly world-wide. Greater Hamilton tourism industry will develop new products, adapt old ones to changing markets and make full use of new techniques.

Canadians are spending less on travel within Canada and visitors from other countries are spending more. The number of overseas visitors to Canada has been climbing steadily since 1980 suggesting that the Canadian tourism industry has been successful in taking advantage of the explosive growth in world tourism experienced in the past ten years.

One area of concern is the diminishing numbers that are coming to this area from the United States, traditionally the largest single source of foreign visitors to Greater Hamilton. Fewer than one third of the U.S. outbound tours are travelling into Canada.

International tourism today is driven by advanced industrialized countries. Demographics point to the emergence of a significant market segment composed of older, wealthier tourism clients who are concerned with security, safety and health. Another distinct and significant market segment to emerge is the group of tourists who can be termed the "children of the information age."

Research has identified specific American market segments with high potential, including off-season visitors, seniors, the week-end getaways, consumer and long haul air travellers from the American south and southwest. With concentrated effort, this industry segment can induce significant market growth.

Forecast research suggests a steady growth to some 3.5 million annually in overseas visitors to Canada by 1994. The large international tourism market will be found in western Europe.

Four international markets that show great promise for this area are the United Kingdom, France, West Germany and Japan. In three of these markets, the number of people who have expressed interest in long international trips have approximately doubled in the last three years. Marketing efforts, in conjunction with receptive operators such as Canada Coach, is essential to penetrate these markets.

TOURISM EXECUTIVE SUMMARY

Our priorities will be to maximize the yield of marketing dollars invested by targeting marketing segments offering the greatest return in terms of receipts to this area and increase the dollars available to the national marketing program for private sector progress.

Activities will consist of allocating a larger portion of marketing resources to package strategic marketing information, secure additional partners to sell particular product lines to high yield markets, and explore new ways to do business under Federal marketing programs. Our first objective is to work closely with local organizations to deliver a more targeted tourism program. Appendix 1 outlines the tourism marketing programs for 1991.

A second objective is to ensure that Greater Hamilton has the products demanded by customers. There will be priorities associated with that to maximize tourism opportunities existing in selected public properties, identify new products, undertake major upgrading and expansions, and focus on attractions and available services.

The program will endeavour to increase the four season capacity of our area and develop our surrounding areas in selected national parks.

We will bring together product suppliers, tour operators, wholesalers, retailers, and other government agencies and organizations, such as Tourism Ontario and BIAs in Greater Hamilton. Furthermore, we will increase the range of business services and pursue joint planning with other agencies within the Region, such as Canada Coach Lines, Regional Police, Health Department, Parks and Recreation, HECFI, Conservation Authority, Transportation, African Safari, Airport, Harbour Commission, Chambers of Commerce, Mohawk College and others to work in joint consultation with industry.

Finally, the one program, which will require close coordination with Business Development, will build upon the concept of friendship as a basis for business through the twinning program **PARTNERS**. Twinning activities will be pursued in selected geographic markets with business development and industries in this area which will have identifiable economic benefits for local business and tourism. A comprehensive twinning program has been formulated as directed by Regional Council. The majority of twinning activities will be undertaken within existing external marketing budget allocations.

CONVENTIONS EXECUTIVE SUMMARY

Business travel accounts for 90% of the world travel revenues. There are two types of business trips--meetings and conventions, and individual business trips.

People who plan meetings and conventions may be influenced since they look for new and interesting locations. The meeting and convention market is lucrative. It offers extra advantages to the tourism industry since convention meetings are planned far in advance, they may provide a source of guaranteed income anchoring the season for hotels. Further, most meetings and conventions are held in the spring and fall, which helps to boost the average occupancy and contribute to the overall operation of the hospitality industry.

The objective of the Convention Program is to increase the number of conventions utilizing two or more hotels or have booked into Greater Hamilton in future years. Because of the prevailing adverse economic conditions, many association organizations are inclined to hold smaller Regional meetings.

We intend to take advantage of this situation by advertising our convention and meeting destination which utilizes smaller facilities with city-wide conventions using "break out" type of meetings. Appendix 2 highlights the Convention Program for 1991.

New themes will be introduced to enhance the Region's input to initiatives undertaken by the Hamilton and District Chamber of Commerce. Several large conferences and sports-related activities will be held in Greater Hamilton. The Region, along with the City of Hamilton, will play a greater role in servicing and hosting the Labatt Brier, the Canadian Music Awards, the Labour Canada Conference, and Canada Cup. Extensive local, national, and international media coverage is expected.

Sales calls will target selected regions such as Ottawa, Toronto and Montreal. Key associations will be approached. We plan to participate in selected marketplaces which target specific meeting planners and convention organizers.

In 1991, this division, together with HECFI, will investigate the possibility of attracting International Congresses. International Congress Conferences related to environmental, health, and education will be targeted. Existing marketing themes such as "Location, Location" and "The Right Place, the Right Time" will be maintained in 1991.

SPECIAL EVENTS EXECUTIVE SUMMARY

Special Events will help to promote various events and attractions to visitors, residents and prospective visitors. Our Calendar of Events will be refined and re-directed to target interest groups. A bi-annual events brochure will be produced. **SKYLINE** newsletter will continue to promote special events throughout the area.

A 15 minute event magazine will be featured on Cable 14 in conjunction with attractions at HECFI.

Previous success of **AQUAFEST** will be maintained and enhanced. Its locations will be the Hamilton Waterfront, Hamilton Yacht Club and Pier 4 as the main venue. Committees will be struck to pursue the second part of the third year and a marketing package will be developed.

REVEIL '92 will become the theme of the World Marching Bands Review Program. The Phase II Report, which will be presented to the Economic Development and Planning Committee, will include program development, fund raising, marketing, implementation planning along with comments.

Ongoing encouragement and participation with organizers of major events, such as Festitalia, Mardi Gras, Air Show, Football Hall of Fame, Festival of Friends, and Tour du Canada Bicycle Races, to name a few, will be continued.

Appendix 3 highlighting special events for 1991 is attached.

TOURISM EXECUTIVE SUMMARY

Current tourism trends display an unmistakable pattern: world tourism is growing and new market opportunities are emerging. At the same time, the Greater Hamilton tourism industry is developing a stronger awareness of its own potential as well as a sense of challenges confronting it.

Without energetic action, the industry will not keep up with the demands of modern travellers, it will lose potential visitors to more aggressive competitors and its effect on the local economy will decline. Once this occurs, it will be very much harder to revive the industry. For every dollar not spent now to maintain competitiveness Greater Hamilton may find itself having to spend several times that much a decade from now, just to catch up.

Such a pessimistic scenario is only one possible outcome of current trends. There is another, more attractive result that can emerge if the Division of Tourism and the tourism industry work together to anticipate and prepare for the challenge of the future.

The experience of past years have taught us that the best judge of how to conduct business is business itself. An ideal position is to accumulate and disseminate the detailed information required to develop effective strategies for the tourism industry. At the same time, based on its information and its position, the Division has a natural leadership role in identifying challenges, articulating concerns, mobilizing efforts, and suggesting priorities.

In the area of market development, the Division will continue to deliver local and international tourism marketing programs. The Division also proposes to package strategic marketing information for dissemination to industry in order that it can spend "smarter" in the markets of greatest potential. It will seek additional partners in order to sell particular product lines to high-yield markets. It will also explore new ways of integrating the efforts and expenditures of private sector in marketplaces.

In product development the Division will encourage consortia of product suppliers, tour operators and attractions to develop new packaged products.

The introduction of the "CELEBRATE" theme will be introduced to encourage these packages with the identifying image of Greater Hamilton being addressed with the new slogan of "GREATER HAMILTON A FESTIVE REGION".

The range of business services offered will increase and these will include a database on both local and international-calibre tourism markets.

TOURISM EXECUTIVE SUMMARY

Finally, in order to stimulate industry development, a strategy for disseminating information to the tourism sector will be developed. This will include the creation of mechanisms to monitor the information need of the industry, the establishment of interactive databases on the industry by utilizing current systems available in the industry, and the promotion of an effective information network among members of the tourism industry in Greater Hamilton.

TOURISM STRATEGY ANALYSIS

The basis of our marketing plans are patterned around the ongoing trends and lifestyles of our target markets, U.S., Ontario and the International markets. Outlined below are the changes in market demand characteristics occurring in the 1990's.

TRAVEL PATTERNS

Travel patterns show that the trend towards the "short getaway trip" continues to grow in both the U.S. and Ontario travel industries. The popularity of these short haul trips by our target audience can be attributed to changes in their financial situation and to the drop in leisure time. This group is now looking at more frequent, shorter getaways as a means to renew themselves by being with loved ones and by taking time to enjoy the "simple things in life".

The travel market is also seeing more experienced travellers than ever before. They are used to a wide array of products to choose from and are less likely to be loyal repeat guests at any one travel destination. They are also seeking unique and interesting products and high levels of service to meet their new and growing tastes for sophisticated products.

Specialty outdoor, adventure travel and other special interest vacations continue to demonstrate growth. These specialty vacations can be segmented into high risk, soft adventure and cultural adventure travel. These special interest vacations are not limited to one target audience. Baby boomer values that once fuelled this need for individualization and excitement have now been adopted by the empty nester, although in a more moderate or familiar context.

TOURISM EXECUTIVE SUMMARY

DEMOGRAPHICS

The aging of the baby boomer has resulted in high demand for golf vacations and sunny destinations, while the younger boomer is currently expanding his/her focus with families. This too has resulted in an increased pressure for vacations that cater to children, but not at the expense of quality, service or range of amenities.

NEW ATTITUDES

There is evidence that the North American public is becoming more preoccupied with home and family. This new home focus has spurred an increase in home improvement projects and renovations, gardening and purchase of consumer durables and home electronics. In Canada, spending on home renovations has nearly doubled from 1985 to 1990. Spending on home renovations now exceeds spending on new homes. This trend is expected to continue throughout the 1990's and may impact on travel patterns.

ENVIRONMENTAL/HEALTH AWARENESS

Threats to North America's natural environment, and the growing awareness of the need for fresh air, water and open space suggest Greater Hamilton is well-positioned to market its resources to meet this emerging demand. Together with the growth in traditional family values, family activities, natural and fresh images and products, Greater Hamilton has the opportunity to effectively meet this growing consumer trend.

CONVENTION EXECUTIVE SUMMARY

As in any other industry, the prevailing adverse economic conditions demand increased and stronger marketing initiatives. Coupled with the fact that this industry is growing rapidly with more properties than ever fighting for a piece of a relatively static market (Windsor Convention Centre, 5 new Toronto Hotels in '91 and London's proposed Convention Centre). Now more than ever we must aggressively market Greater Hamilton as a convention destination. Marketing strategies have been developed for various market segments - National, Provincial and International Associations and further market segmentation has been done to target groups ie. Medical, Educational and Religious Associations.

Direct selling works best in the meeting's convention market. A focused sales approach, the capacity to do proper follow-up and the ability to maintain a presence in the marketplace are critical. Aggressive sales efforts and marketplace/tradeshows participation at National and Provincial shows for example are the principal market entry opportunities. This year the Division will promote Greater Hamilton at the European Incentive and Business - Travel and Meetings Exhibition in order to access the International Congress markets. A long term commitment to soliciting business from this sector is required; (on a new market entry basis it has been suggested that the gestation period varies from 3 to 6 years).

Increased competition for domestic association/meeting business combined with little or no growth in demand means that we must look to the U.S. and international congress markets for growth.

The nature of the convention/meeting sector is such that membership in professional and trade associations is an integral part of the meeting process. Association members who are active in the association are afforded networking and decision making opportunities which would otherwise be very difficult to achieve. The use of a local member of an association to invite that association to Greater Hamilton for their convention is a very important marketing tool. Identifying these local members is an arduous but critical task.

The Canadian Tourism Research Institute recently reported that nearly half of business travellers combine at least one business trip a year with a pleasure trip. The "breakation" is expected to be the one great growth market in North America for the 90's. Marketing Tourist attractions and special events to the Convention delegate in a more formalized manner will be undertaken this year. We plan to enter the corporate market through our participation in the MPI (Meeting Planners International) tradeshow. MPI is a professional education society for the meetings industry.

CONVENTION EXECUTIVE SUMMARY

(Membership is roughly 32% association, 48% corporate)

The division will endeavour to develop a theme to market Greater Hamilton as a Convention Destination that could tie into our departmental theme "GREATER HAMILTON A FESTIVE REGION".

Finally, servicing is increasingly becoming a very important issue. The division will continue to market our department as a full service bureau, providing incentives and service second to none for conventions booked into Greater Hamilton.

CONVENTIONS

GOAL

- "Increase the number of conventions and events into Greater Hamilton".

OBJECTIVES:

- Maintain total number of conventions and events at 1991 levels.
- Increase the number of specialized conventions compatible to our location and facilities.
- Increase repeat conventions with targets of four years and out.
- Increase market potential for business/pleasure vacation market.
- Convey importance of level of service to the local industry.

STRATEGIES:

- Implement a comprehensive, year round, communication program using advertising, public relations, promotion, sales and publications, to promote Greater Hamilton as a convention/event destination.
- Anticipate and respond to the changes in associations and event organizers needs and wants.
- Educate local members of Provincial, National and International associations to the Region's facilities.
- Provide a level of service second to none for committed conventions/events in our Region.

CONVENTIONS

NEW PROGRAMS

NEW TARGET AREAS

New additional target groups will be identified and marketed in 1992, eg. religious, sporting events and corporate and congress.

PROGRAMS ENHANCEMENTS

Marketing

- Brochures, media programs
- Develop new convention kits for presentation
- Develop new print ads and themes for trade publications
- Coordinate ads with partners in industry
- Develop TV and Radio ads

Sales

- Develop direct regular sales calls in targeted areas
- Coordinate joint sales blitz with partners in industry
- Establish sales educational programs
- Attend new markets through tradeshow and marketplaces
- Point marketing initiatives with HECFI at tradeshows
- Local awareness seminars and sales calls

Co-op Programs

- Convention ambassador programs enhanced to expand to a year long program
- Attendance building program to coordinate with partners to promote 1993 in Greater Hamilton.

CONVENTIONS

NEW PROGRAMS

- Bid Presentations coordinated and presented as a team with partners in the industry.
- Site inspections program to be organized on a quarterly basis in conjunction with partners either through sales callings or direct hosting of potential clients.
- Co-ordination of major tradeshow representation by the partners.

Convention Servicing

- Restructure the servicing program to provide more support for convention that have been secured.
- Coordinate service incentives and coop presentation for servicing requirements for conventions.
- Provide additional incentives for conventions through services provided by the division.
- Examine the sale of material and promotional articles to convention for there requirements such as brochures and maps etc.

AUDIO/VISUAL VIDEO PRODUCTION

- An updated video for this industry is required in 1992.

MARKETING PLAN 1992

CONTINUING PROGRAMS FOR CONVENTIONS

LOCAL PROGRAMS:

CONVENTION AMBASSADOR PROGRAM

- recognition, and marketing program

CONVENTION SERVICING

- service in kind for conventions

MEDIA PROGRAM

- television, local trade mag., newspaper

BROCHURE DEVELOPMENT & DISTRIBUTION

- convention kits
- convention lure
- Skyline

SALES AND MARKETING

- direct sales and coop sales calls

EXTERNAL PROGRAMS:

CONVENTION BUILDING MARKETING

- promotion for secured conventions for 1993

CONVENTION BID PREPARATION AND PRESENTATION

- bid production and presentation materials

FAMILIARIZATION TOURS

- site inspections of Greater Hamilton

SALES CALLS/ BLITZ PROGRAMS

- direct sales calls to target areas, coop sales

MARKETPLACE/TRADESHOW SHOWCASES

- attend trade markets

MEDIA PROGRAM

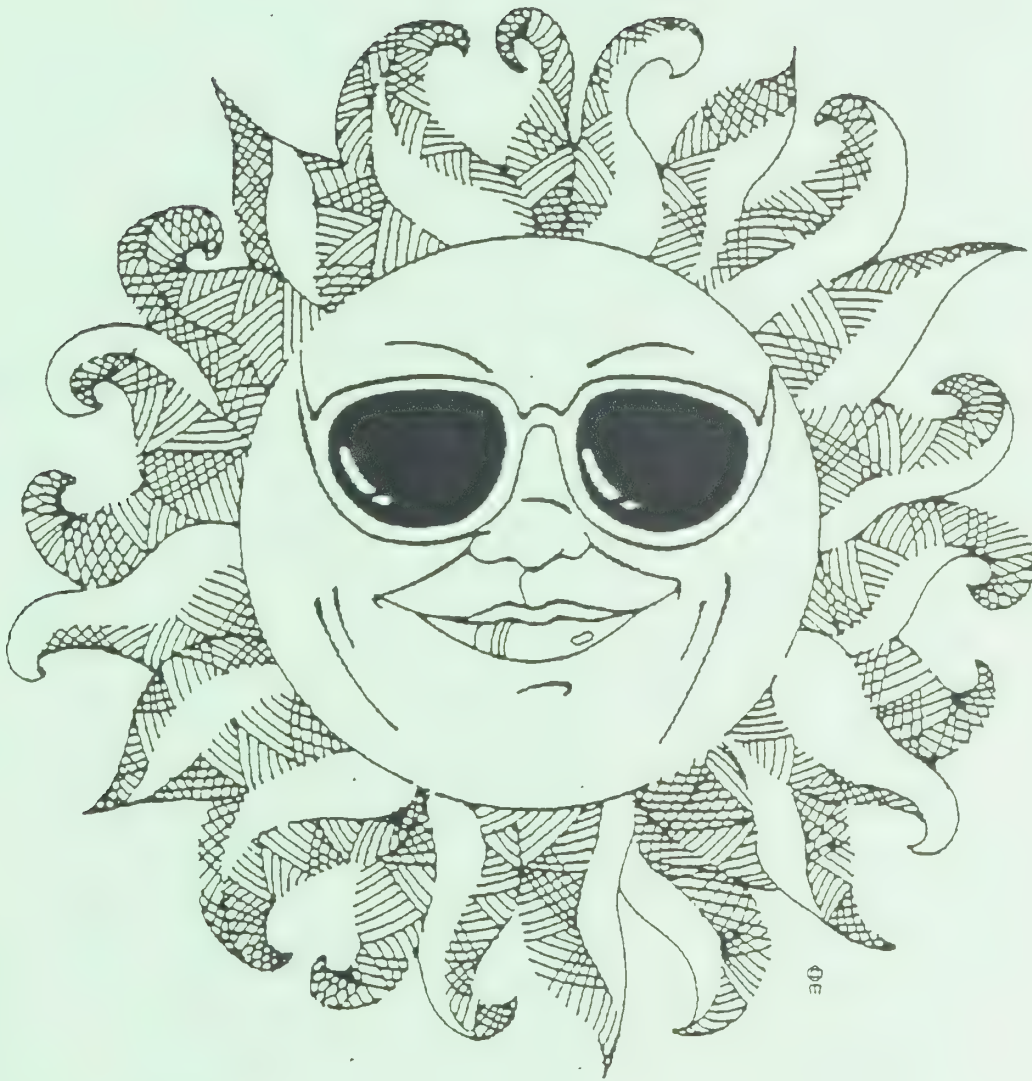
- trade mags., specific market groups mags.

PROMOTIONAL DEVELOPMENT

- promotional articles for incentives

1991 Annual Report

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c)



Tourism & Conventions

TOURISM

The tourism mission is to increase the number and length of stay of visitations to Greater Hamilton generating more revenues for the community.

Tourism remains Canada's fastest growing industry with strong economic performance and promise of growth. Over 40,000 people are employed directly and indirectly in the hospitality industry in the Region.

Motorcoach tours and visitor inquiries are up significantly over previous years. Hotels, restaurants and attractions reported a good spring and fall. With a new marketing plan, and the co-operation of the local hospitality industry, the word on Greater Hamilton is getting out.

Five tourist information centres are now in operation. The downtown centre operates on a year-round basis to provide information to tourists, convention delegates and local residents. The newest location at Fifty Road at the eastern edge of the Region is providing valuable awareness to our Region.

Local Marketing Programs

Advertising

Our new Tourism Campaign for 1992 was based on the continuation of the theme "Stay" with the target to encourage residents and tourists to stay longer and stay home approach. The campaign features visuals with headlines that draw readers into the copy. The main visual element is a family group enjoying togetherness and their vacation. See Supplemental Report.

Support Material

Brochures which address target groups have been produced and are distributed on a regular basis. They include the tourism lure brochure, dining and accommodation guides, the Group Planners Guide for tour operators, flat maps and an Events Calendar. The Events Calendar has been upgraded to brochure type presentation. Also, a newly designed Tourism Info Map was produced in conjunction with the Downtown B.I.A. and City of Hamilton.

Direct Sales Support

1. Tourism Awareness Week

The kick-off press conference and tray race were held in Gore Park in conjunction with the Downtown B.I.A..

The "Greater Hamilton on Display" Marketplace was held at Eastgate Square on Saturday, May 18 and featured exhibits by many of the attractions, facilities and special events from Greater Hamilton.

Front-Line Hospitality Reception lunch was held on May 13 at the Royal Connaught Hotel for approximately 300 front-line employees from hotels, restaurants, taxi companies, etc. Senior staff from the tourism/hospitality industry acted as hosts. Awards were presented to the Outstanding Hospitality Employee, Taxi Driver of the Year and to Special Events personnel. The Regional Chairman, R.J. Whynott, and Councillor Don Ross, Chairman of Economic and Planning Committee, and Councillor Don Drury, Chairman of the Taxi Advisory Committee were on hand.

The open houses held at area attractions and hotels on Saturday, May 18 and Sunday, May 19, were attended.

A new feature for tourism week was "Chefs Celebrate Greater Hamilton". Recipes were submitted by many of the Region's outstanding chefs and featured products produced or grown locally. These recipes were featured in the Spectator's Food Section during Tourism Week.

2. Toll-Free Number (1-800-263-8590)

These lines are in place to receive calls from Ontario and border states from 9:00 a.m. to 8:00 p.m. daily. The Department is investigating the possibility of expanding the number farther south into the United States.

3. Brochure Distribution

The tourism brochures, dining and accommodation guides and maps were distributed at all Regional Tourist Centres, automobile clubs and selected Canadian Consulate offices located in foreign destinations. Brochures were also distributed in western New York State and southwestern Ontario by a distributing company.

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4. Tourist Information Centres

Regional tourist information centres at the Royal Botanical Gardens and African Lion Safari will be open from June 9 until Labour Day. The downtown centre located at 127 King Street East operates on a year-round basis. This location has proven very helpful to tourists, conventions and local citizens. A new centre located at Fifty Road, just north of the Queen Elizabeth Highway opened June 3rd. This centre reached a tremendous number of tourists and motorcoach operators approaching our Region from this direction. The centre officially opened May 30, 1991 with the Regional Chairman and Mayor of the City of Stoney Creek, Bob Hodgson. This year 21,485 people visited the tourist centres during the summer months (see D.2.1).

Eight student counsellors were hired by the Department and appropriately trained to staff tourist information centres. One counsellor was provided through a Federal SEED program, one counsellor by Festival Country and six counsellors by the Region.

Volunteers

The Department continued to require the support of the Lady Hamilton Club to assist with servicing visitors at the downtown tourist information centre, conventions and special events. The Lady Hamilton Club celebrated their 20th Anniversary on March 17 and a dinner was held in their honour. In 1991, the club members donated a total of 5,890 1/2 hours to the Region.

External Marketing Program

Familiarization Tours

Familiarization tours were conducted in 1991, to showcase Greater Hamilton to tour operators. The local hospitality industry participate in these ventures. See Supplemental Report (D.2.3) for details.

Tourism Marketplaces

Japan Promotion

Staff accompanied by Mayor Don Granger, of the Town of Flamborough and local representation from the hospitality and business community, promoted Greater Hamilton through separate meetings and receptions with tour operators and trade

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industries. Several key contacts and initiatives from the delegation created good prospective relationships with major tour wholesalers.

As part of the mission to Japan, the delegation also visited the Twinning City of Fukuyama. The mission focused on the promotion of Greater Hamilton in both tourism/trade aspects. Staff anticipated very high results from this mission.

Staff attended the Japan Association of Travel Agents conference in Tokyo, November 25 - 28. With the assistance of the Ontario Ministry of Tourism & Recreation personnel in Tokyo, staff was able to meet with many of the major Japanese tour operators. Many of the operators requested specific information and it is anticipated that increased business will result from this conference.

World Travel Market, London, England

In November, in co-operation with Canada Coach Lines, the Royal Connaught Hotel, and the Sheraton Hotel, staff attended this marketplace to promote Greater Hamilton to over 30,000 travel agents and tour operators.

National/Provincial Tourism Markets

Staff attended 14 national/provincial marketplaces in 1991. Response was excellent. See Supplemental Report (D.2.2) for details.

Motorcoach Statistics

During 1991, 1702 motorcoach tours have been reported to our Department. This is an increase of 2.4% over 1990. The majority of these tours originated in Ontario, New York, Pennsylvania, Michigan, Quebec and New England.

Tourism Statistics

A tourist is defined as one who travels 25 miles or more from his/her home to visit an attraction, special event, restaurant, accommodation, etc.. Based on records of tourists visiting our tourist information centre, special events, accommodations and restaurants, it can be estimated that approximately 2.49 million tourists visited the Region, generating approximately \$249 million into the community.

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CONVENTIONS

Local Marketing Program

Convention Services' mission is to increase the number of "city-wide" conventions (those utilizing two or more hotels) booked into Greater Hamilton and give good quality service to confirmed conventions to foster rebooking.

In 1991 there were Conventions in Greater Hamilton bringing delegates and attendees that generated over \$ million into the Region's economy.

There were Convention Bids prepared by the department. Sales efforts were augmented by direct mailings, media advertising, sales calls and marketplaces and tradeshow attendance. Representatives of associations were given site inspections and several association executives have been extended invitations to look over convention facilities in Greater Hamilton.

The major sales and ad campaign has been focused on the awareness to our community and location. A major ad campaign has been initiated targeting local markets. It was designed to increase awareness of the Region's convention facilities and services offered to convention organizers by our department. Residents are encouraged to bring their convention to Greater Hamilton. Ads have been placed in local publications and in transit shelters. A locally produced television commercial also supported this program.

Ads targeting provincial and national markets have been placed in Trade magazines and publications focusing on the strength of Greater Hamilton's location.

Initiatives of local members of national, provincial and international associations, along with the strong support of our hospitality partners worked together with the Department to solidly position Greater Hamilton in the conventions market.

Advertising

New Convention ads have been developed. National ads blend with the overall campaign and feature a convention theme night and distinct points on location, service and attitude. New Convention ambassadors are featured in the local campaign.

Direct Sales Support Programs**Brochures**

Convention marketing brochures, as well as the "Attitude" Convention Kit, have been redesigned, namely the "Greater Excitement" lure brochure has been redesigned to incorporate the new theme of the "The Right Place, The Right Time". The accommodation, dining guides and the "Be A Convention Ambassador" brochures were used in bidding for conventions, direct mailings, response to prospective client inquiries and special promotions and servicing.

Newsletter

The Tourism and Convention Services Skyline was published and distributed twice this year. Included in it were convention related articles of interest as well as information on upcoming conventions and details of conventions already held. These publications were distributed to representatives of the local hospitality industry, Provincial and Federal tourism agencies and to over 300 selected association executives.

Data Bank

Files continue to be updated and qualified as bonafide leads. These computerized listings enable staff to work efficiently and effectively in soliciting convention business by providing timely and updated information, qualified mailing lists and targeted market reports.

Sales Calls

Staff have made sales calls on a regular basis to association offices in Toronto, Ottawa and the surrounding areas.

**Convention Ambassador Awards
Marketplace/Reception/Banquet**

In its fifth year, the Annual Convention Ambassador Awards Marketplace/Reception/ Banquet was held as part of Convention Ambassador Program, on October 2, 1991 at

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Carmen's Banquet & Convention Centre. This award is an acknowledgement to local citizens who have been instrumental in convincing their Association to hold a Convention in Greater Hamilton.

The Organizing Committee consisted of representatives from the Tourism and Convention Services, H.E.C.F.I., Sheraton Hamilton, Royal Connaught Hotel, Holiday Inn Hamilton, Journey's End, Hamilton & District Chamber of Commerce, Carmen's and About Town Meeting Planners.

101 Convention Ambassadors were honoured at an elegant Reception and Banquet at Carmen's. In 1991, it was decided to change the framed Awards certificate to an acrylic award. This was accepted graciously and many compliments were received.

Convention Attendance Building

Association Executives have found that personal efforts to promote the locations, facilities, attractions and program of future conventions dramatically increases attendance and creates a positive image for the City and Convention Planners. Recognizing this important aspect, Convention Attendance Building has become a very important and attractive incentive offered to selected Associations.

Attended 10 Conventions booked to be held in the Region in 1992 (see D.3.2).

While Attendance Building in 1991, staff on occasion were able to successfully promote two Conventions at one Conference. For example, even though staff were promoting the Ontario Pharmacists Association Convention to be held in 1992, attendance was also built for the Commonwealth Pharmaceutical Association Convention held in August 1991. Similarly at the O.A.S.B.O. Convention in Toronto staff were able to create interest in the O.M.C. Committee Convention, a separate body associated with O.A.S.B.O.

Further, while attending these Conventions, staff continually meet delegates who are members of other Associations which may consider holding their Convention in Hamilton at a later date.

Several Associations were assisted with promotional literature, brochures, displays, weepils, pins, banners and audio visual or

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slides for the purpose of attendance building by their own committee members (see D.3.3)

Convention Servicing

Up to December 31, 1991, Convention Services assisted approximately 196 Associations holding their Convention in the Region. It was estimated that approximately 78,245 delegates attended these Conventions. In addition approximately 293,288 spectators attended Special Conferences. The number of spectators have increased considerably due to the number of religious groups holding their conferences here, as well as the Labatt Brier, Landscape Ontario, The Ontario Garden and Flower Festival, the Canada/U.S. Trade Fair, etc.

Visitor information and registration booths were set up at the Hamilton Convention Centre, downtown hotels, Mohawk College, Redeemer College and McMaster University to provide Convention delegates with brochures, maps and general information on the area. It is interesting to note that in 1991 volunteers have provided many additional hours of registration assistance at conventions. This has assisted the Convention Planner in keeping administrative costs lower.

Convention Planners were assisted with spousal/children program, tours, theme nights, media arrangements, transportation, daycare for delegates families, computer registration programs, grant application requests, audio visual/slide presentations, promotional literature requests, staffing registration and information booths.

The following Convention requested our assistance for housing delegates at their Convention:

- Lions Club - 3,000 delegates
- Council for Exceptional Children - 3,000 delegates
- Ontario Library Association - 1,200 delegates

The Computerized Registration Program was provided to the following Associations:

- Ontario Recreation Society
- Ontario Provincial Council of Labour
- Canadian Association of Nurses in Independent Business

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- International Sertoma Conference - Regional CAN-AM Conference
- Canada Safety Council
- Victorian Order of Nurses
- Crises Workers Association
- Canadian Steel Service Centre
- Canadian Food Service Executives
- National Conference on Disaster Management

Transportation assistance and/or bus passes were arranged for several Associations
(see D.3.1)

External Marketing Program**1. Bid Presentation - Convention Bidding**

	1991	1990
Bids submitted	59	52
Successful Bids	21	25
Unsuccessful Bid	9	17
Bids Outstanding	19	10
Secured from previous bids	13	2

Although Tourism and Convention Services have assisted in preparing bids initiated by groups within the Region, the following bids are those initiated and completed by our department.

1. Canadian Home Builders Association
2. Canadian Federation of Engineering Students
3. Canada - US Trade Fair
4. Royal Canadian Air Force
5. T.O.P.S PDR Convention
6. NASBITE
7. Employment and Immigration Canada
8. Brian Lewis Hobby Club
9. Probation and Parole Officers Association of Canada
10. New York Insurance Alliance Incorporated
11. Canadian Union of Public Employees
12. PC Party of Ontario Annual General Meeting
13. Canadian Port and Harbour association
14. Weekend Festivities
15. P.R.I.D.E. National Drug Prevention Association
16. Federated Women's Institute

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17. Society of Manufacturing Engineers
18. International Municipal Signal Association
19. Ontario Federation of Agriculture
20. Young Drivers International Conference
21. Ontario Non-Profit Housing Association
22. Nursing Educators of Canada
23. International Plowing Match & Farm Machinery Show
24. Canadian Country Music Association
25. Recycling Council of Ontario
26. International Police Association World Congress
27. Tourism Industry Association of Canada
28. Ontario Liberal Party Leadership Convention
29. Commerce Societies Round Table Conference
30. Ontario Tracking Association
31. Canadian Christian Festival
32. Canadian Organization for Campus Activities
33. Optimist's International
34. New Democratic Party of Ontario
35. Canadian Association of Laboratory Animal Science
36. Canadian Football League 1992 Draft
37. Canadian Library Association
38. Cardinal Mindszenty Foundation
39. Human Factors Association
40. Kinsmen/Kinette National Convention
41. Mennonite Economic Development Association
42. National Congress of Italian Canadians
43. Ontario Funeral Services Association
44. Ontario Municipal Recreation Association
45. Ontario Society for Environmental Education
46. Society of Management Accountants of Canada
47. Specialty Advertising Association of Canada
48. Toronto Chapter MPI Educational Conference

Site Inspections

Association executives were invited to meet with representative of our department and our hospitality industry to see what Greater Hamilton would offer their conference.

Site Inspection January 1991 - June 1991:

1. Canada - US Trade Fair
2. T.O.P.S. PDR Convention
3. Probation & Parole Officers of Ontario
4. National Judo Championship
5. Lions Club
6. Canadian Museum Association
7. LEOB

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8. Young Drivers of Canada
9. Canada Watermill Association
10. Eventuality
11. Ontario Plowmans Association
12. The James Robinson Crusade
13. Ontario Library Association
14. Canadian Christian Association
15. Canadian Emergency Physician Association
16. International Optimists Clubs
17. Canadian Association Animal Laboratory
18. Canadian Library Association
19. Human Factors Association
20. Kinsmen/Kinette National Convention
21. Mennonite Economic Development Association
22. Specialty Advertising Association of Canada
23. National Judo Championship
24. Lions Club
25. Canadian Museum Association
26. Loeb - Corporation looking at starting a new business in Stoney Creek but interested in meeting and bedroom facilities for "sales blitz", hiring staff, etc..

Association Marketplaces

Departmental staff attended a Convention Marketplace to market Greater Hamilton as a Convention destination:

- Canadian Consultant Tradeshow in Buffalo, New York.
- Affordable Meetings
- Canadian Society of Association Executives
- American Society of Association Executives

Professional Development

Staff attended the following professional associations conferences to obtain necessary credits towards industry certification while networking with colleagues with similar job responsibilities.

- International Association of Convention and Visitors Bureau (IACVB), Albuquerque, February, 1991
- Ontario Convention and Visitors Association, Toronto, Ontario, February, 1991.
- Association of Convention Operations Managers Professional Development in Boston, January, 1991

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SPECIAL EVENTS

Local Marketing Programs

Calendar of Events

A clip out calendar of Events for the months of June, July, August, September and December was printed in the Hamilton Spectator.

Greater Hamilton Greater Events Brochure

Events information provided by event organizers was compiled into a colourful bi-annual brochure. The first brochure listing events from January to June 1991 contained 146 separate listing and had a circulation of 25,000. The second brochure listing events from July to December 1991 and contained 152 separate listing and will have a circulation of 25,000. This brochure was distributed through the Regional and Provincial information centres as well as high traffic centres, such as auto clubs, hotels, attractions and airports.

Event listings were placed in publications issued by the department i.e. SKYLINE "Events Update".

Festivals and Special Events Update Committee

In order to effectively facilitate, provide technical assistance and develop the quality of special events in the Region, an Events and Festivals was created. Membership includes 22 festivals, events, fairs organizers and staff from the various area municipality Departments of Recreation. Three new projects were introduced in the early months of 1991. Workshops were scheduled to help educate in the areas of promotion, voluntarism and administration. Our first speaker was Rosalie Wysocki who spoke on getting and keeping volunteers.

The second project was the development of SPECIAL EVENTS RECOGNITION AWARDS. These awards were created to recognize staff and volunteers of Greater Hamilton festivals and special events in order to congratulate them on their contribution to the Region's tourism industry and life style.

The third project was a research document on the "Greening" of greater Hamilton's Special Events. Fourth year Environmental Studies students produced the publication for credit toward their

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university degree. The document titled Working Toward Greener Special Events outlined "greener" approaches to transportation, waste paper, food waste, food containers, recycling and fostering awareness.

The Events Line

A pre-recorded telephone message listing weekly events, "The Event Line" is made available 24 hours a day at no charge to local 416 area callers.

The "Events Line" phone is 522-7772 and is advertised in the Skyline newsletter, selected newspapers and magazines, tourism signs boards, Greater Hamilton Greater Events brochures, the pixel board at Copps Coliseum and the telephones in local hotel guest rooms.

In order to evaluate this program, a counter was placed on the line to record the number of incoming calls. The first five months results are listed below:

January	299
February	226
March	299
April	373*
May	834

* Starting in the month of April, a small weekly ad was run in the Now Section of the Hamilton Spectator. The "Event Line" was advertised with the telephone number and appears in the paper each Thursday.

In order to provide a better service for the public, the Events Line was replaced by Spec-Tel, an electronic voice recording accessed by telephone. The previous Event Line become cumbersome with the tape running up to ten minutes. SpecTel allows the caller to chose a category and access only the information they require.

SPECTEL	521-5600
Directory	7461
Agriculture	7462
Bazaars & Teas	7463
Exhibitions	7464
Festivals	7465

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Kids Stuff	7466
Museums	7467
Nature Events	7468
Performing Arts	7469
Parades	7470
Sports	7471

The Greater Hamilton Events Magazine

A 15 minute monthly television show was created, through the assistance of Cable 14, to promote special events in Greater Hamilton. The show is a combination of guest speakers, video and still pictures. Up to three guests are interviewed per show. Other events taking place during the month are listed in text form. The show airs approximately 3 times per month and segments are used as filler. Two shows have been produced promoting events that happened in May and June. Each show is shot in an event location.

May - Royal Botanical Gardens
June - Hamilton Airport

Due to staffing changes at Cable 14 The Greater Hamilton Events Magazine was put on hold until further notice. Cable 14 has decided to pursue a new line of programming for 1992. Staff has offered our assistance.

Articles in Skyline

Feature articles regarding events were published in the quarterly SKYLINE newsletter.

Other events promoting activities include:

Placement of ads in local, regional and boarding U.S. newspapers.

- Direct mail promotion.
- Preparation of public service announcements.
- Radio advertising.
- Attendance at marketplaces and trade shows.

Marketplaces

Special Events staff attended:

- The Special Event Seven
- Festivals Ontario Annual Conference
- International Festival Association
- World Travel Mart
- The Regional Special Events Officer was voted to sit as director on the executive for Festivals Ontario.

Local Interface

Christopher Columbus 500th Anniversary

Gathered information from several American State Commissions on their particular celebrations in order to help facilitate ideas for a possible Greater Hamilton Celebration. Established contact with the Washington office and have received confirmation that the Columbus Replica Ships will be sailing to Hamilton Harbour in 1993.

Canadian Country Music Awards

The Canadian Country Music Awards are being held in Hamilton on September 10th to the 15th. Assistance has been given by developing fund raising programs for the Special Events Committee, and serving as a member of the Host Committee.

Spectator Indoor Games

Special Events staff of Tourism and Convention services assisted the Spectator Indoor Games (January 10 - 11, 1991) by providing hospitality services to incoming international athletes.

National Tourism Awareness

Special Events staff assisted the Tourism and Convention section with creating the following events in promoting National Tourism Week (May 13 - 19, 1991):

- Seven local Chefs were challenged to create recipes based on foods grown or produced in Ontario. The recipes all had to feature a Greater Hamilton name. The Hamilton Spectator ran a full page feature on the challenge with a colour pic on Wednesday, May 15, 1991.

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- A Tourism Marketplace was held on Saturday, May 18, 1991 at Eastgate Square. Twelve organizations participated by setting up booths and distributed information to the public. Three prizes of a "Great Evening in Greater Hamilton" were given away by draw. Over 600 ballots were filled out.

Hamilton Airport Days

Staff assisted the Airport Committee in developing a reception to promote the services of the Hamilton Airport to Travel Agents during the Hamilton Airport Days event (June 8 - 9). An open house for the general public was held on Sunday June 9, 1991.

Fifty Point Tourism Centre Official Opening

Special Events staff organized the Official Opening of The Fifty Point Tourism Centre held on May 30, 1991. Staff arranged invitations, entertainment, transportation, refreshments, media releases, and technical equipment for the reception. Approximately 100 guests attended.

New Activities

- Festival of the Great Lakes
- Antique Race Car Festival
- Formula One Speed Boat Race
- Fly the Flag for Canada

Major Projects

Amstel's Greater Hamilton Aquafest

The second annual Greater Hamilton Aquafest was held on July 27 and 28, 1991 at the Hamilton Harbour. More than 40,000 people celebrated Hamilton's Harbour at the Amstel Greater Hamilton Aquafest. The two-day summer festival took place at the waterfront extending from Pier 4 Park down to the H.M.C.S. Star. Highlights included an eight foot sand castle created by world champion sculptor Paul Dawkins, free sail boat rides and water taxis, and a moonlight cruise on Canada's largest tall ship, the Empire Sandy. Thousands of people toured the H.M.C.S. Terra Nova, a destroyer that served in the Persian Gulf war, and the United States Navy's LCU 1680. Log rollers, an appearance by soap opera star Doug Davidson, Children's Island, great food and continuous entertainment on the Hamilton Spectator main stage made the festival fun for the entire family.

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Reveille '92 - World Marching Bands Review (1992)

In anticipation of major Canadian celebrations associated with the 125th Anniversary of Canada's Confederation, staff examined the feasibility of presenting a "World Marching Band Review" in 1992.

The concept presented was to produce an international event over seven days in the Greater Hamilton area. A number of potential performers were identified and a general production concept was presented in a study titled "World Marching Band Review". Prior to and following the approval of the "World Marching Band Review" some reservations were expressed. The prime concern focused on the fact that the event was not likely to emphasize unity which is seen as an essential element of whatever took place in the Region as part of the 125th anniversary of Canada's Confederation. It was also recognized that given the nature of the community, the multi-cultural aspect should be presented by the Region in 1992.

Staff recommended that the Reveille '92 concept be considered.

Celebrate '92

The year 1992 will see the introduction of a new tourism marketing concept titled Celebrate '92. Council approved the concept change (ECO-91-081) in October 1991. The concept involves using three existing festivals and the creation of two others as anchors throughout the summer, June to August. These anchor events will attract a large audience from outside of the Hamilton-Wentworth region and promote the extension of overnight stays. The objectives of the program are to attract tourists, extend their stay and therefore assist in stimulating our local economy.

June 4	Opening Ceremonies
June 20-21	The Big V Hamilton International Airshow
July 1	Cavalcade of Cultures
July 1-5	Earthsong
July 25-26	Aquafest
August 7-9	Festival of Friends
August 29	Closing Ceremonies

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Job Development Project - Special Events Assistants

In March 1991, a grant through CEIC (Employment and Immigrations) was applied for to provide funding to hire 4 special events assistants and one project manager. The grant was approved and the project commenced on April 22, 1991.

Four assistants were hired and placed in on the job training at the Region, Canadian Warplane Heritage, Creative Arts and New Faces Theatre Productions. The assistants received a formal training program two days per week and on-site work training three days per week.

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

URBAN/MUNICIPAL

CASON HW Q79
A35
1992

A G E N D A

DATE: Thursday, October 1, 1992

TIME: 12:00 Noon

PLACE: 15th Floor Committee Room
119 King Street West, Regional Offices

1. GENERAL

- a) Minutes of the Tourism and Conventions Development Advisory Board meeting of September 3, 1992
- b) Election of Vice-Chairman

2. NEW BUSINESS

2.1 Economic Development Department
Summary of Marketing Plans for 1993

2.2 Other Business

- a) Next meeting - November 5, 1992 - 12:00 Noon
119 King Street West, 15th Floor

3. ADJOURNMENT

URBAN MUNICIPAL

GOV 'MENT DOCUMENTS

1a

**MINUTES OF THE
TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD**

The Tourism and Conventions Development Advisory Board met on Thursday, September 3, 1992 at 12:00 Noon, 3rd Floor, 1 James Street South.

Present: Chairman P. Mercanti
D. Bocker, D. Dailley, K. Gregg, G. Macaluso

Absent with regrets: M. Tsangarakis, T. DePaulo

Also Present: J. Fardell, M. Gallagher

1. GENERAL

- a) Minutes of the Tourism and Conventions Development Advisory Board meeting of July 23, 1992
(Macaluso/Bocker) Be received and adopted as presented.

CARRIED.

- b) Election of Vice-Chairman

(Gregg/Macaluso)

That the election of the Vice-Chairman be deferred until the next meeting.

CARRIED.

The Advisory Board members requested that a letter be forwarded to T. DePaulo to ascertain if he remains interested in serving on the Advisory Board.

2. NEW BUSINESS

2.1 Economic Development Department

a) Organizational Charts/Overview/Job Descriptions

Joe Fardell reviewed the Organizational Chart with the members of the Advisory Board. Staff are in the process of compiling a report which outlines a restructuring of the Department and a redefining of Departmental roles.

A copy of the restructuring report will be provided for the members of the Advisory Board for their perusal.

The members stressed the importance of a Regional Economic Development Director who is essential in guiding the Department. Staff advised that the hiring process for a Director is underway, and it is anticipated that a Director will be in place by the end of this year.

At the present time, staff report to the Chief Administrative Officer of the Region, Mr. Mac Carson.

b) Summary of Marketing Plans for the 1990, 1991, 1992

Staff were directed to forward a Summary of the 1993 Marketing Plan to the Advisory Board members for their consideration.

The members stressed that the Marketing Plan should be utilized in analyzing results for ascertaining which events are most productive and beneficial in bringing the greatest recognition to the Region.

The refocusing of Investment Markets was also examined. (i.e. Should the Region be concentrating their efforts and resources on European and Japanese Markets?) - Perhaps more concentration and attention should be placed on a 500 mile radius of the Region.

There was considerable discussion on the inclusion of a "Special Events Contingency Fund" in the 1993 Marketing Plan. This fund/reserve would be used to access monies needed to generate External/National and International Events to the Region.

Staff advised that such a reserve is presently being considered in the 1993 Marketing Plan.

2.2 Other Business

Other Business #1 - Operation of Casinos in Hamilton-Wentworth

The Advisory Board Chairman expressed his disappointment in Regional Council's non endorsement of the operation of Casinos in the Region.

Other Business #2 - Correspondence from the Sheraton Hamilton Hotel respecting a joint venture between Mohawk College and the Sheraton

This venture will promote Japanese travel to Greater Hamilton focusing on middle management from Japan. Such a venture would allow an introduction to learn conversational English, mid-west management style, site inspections of local industry and tourism with the area.

Other Business #3 - Special Events Van

The Advisory Board unanimously agreed that a letter in support of the Special Events Van be forwarded to the members of the Economic Development and Planning Committee.

Other Business #4 - Next Meeting

October 1, 1992 - 12:00 p.m.
15th Floor Committee Room, Regional Offices

3. ADJOURNMENT

The Committee adjourned at 2:00 p.m.

Chairman

Secretary

TOURISM

Local Programs

Brochure Creation

1992
\$77,000

1993
\$92,000

- Maintenance of existing stock which will reflect revisions
- Reprinting information map
- Co-op program with Hospitality Partners (attractions, hotels)
- Tourism and Convention News
- Greater Hamilton Greater Nightlife Information Package
- Spectacular Board

Tourism Centres

\$97,000

\$84,000

- Operation and maintenance 5 locations
- Centre will be opened earlier in the Tourism Season to reflect demand

Volunteers

\$5,000

\$5,000

- Work with volunteers in training and awareness of Greater Hamilton
- Lady Hamiltons

Events Line

\$15,000

\$22,000

- Enhance our spectel program with expansion and convention tie-ins.

Media

\$65,000

\$65,000

- Newspaper monthly event ads - introduction of discount coupon for one event will accompany the ads as a measurement to test audience response.
- Our television campaign which was introduced in 1990 will commence at the beginning of our tourism season running 30 second spots during peak times.
- Radio ad reflecting local awareness and pride.
- Visitor guide update ads.
- Generate Ad for programs, etc.
- Co-op program with private sector to enhance and utilize dollar expenditure to fullest.

TOURISM

	<u>1992</u>	<u>1993</u>
Tourism Awareness Week	\$20,000	\$20,000
<ul style="list-style-type: none">● Highlighting importance of tourism to the community along with awareness.● Work together with B.I.A. and area Municipalities to create awareness.		

External Programs

Marketplaces	\$43,000	
<ul style="list-style-type: none">● In 1993, we will work collectively with the local hospitality industry in co-operation at tradeshow.● Include Canadian Consulate and Ontario Ministry of Tourism and Recreation Tradeshow.● (see listing of marketplaces)		

Familiarization Tours	\$10,000	\$7,000
<ul style="list-style-type: none">● Sales blitz in co-operation with out Tourism partners to selected tour operators will be scheduled for early March June and October.● Package fam tours to introduce off season packages will be explored.● Marketing plans together with private sector to co-ordinate fams.		

Media	\$45,000	\$45,000
<ul style="list-style-type: none">● Media mix targeted at magazine inserts, newspaper ads in selected U.S. cities, Ontario magazine ads, travel trade publications and airline trade magazines. All highlighting our Celebrate program.		

Foreign Markets	\$15,000	\$10,000
<ul style="list-style-type: none">● Re-evaluation of this program in 1993 with less emphasis on overseas market.		

Twinning Program

- Develop and create twinning initiatives to enhance both business and tourism development.
- Continue program with limited financial impact to budget.

TOURISM

	<u>1992</u>	<u>1993</u>
Toll-Free Number (1-800-263-8590)	\$5,000	\$5,000

- Consideration for open line for entire year.

Miscellaneous	<u>1992</u>	<u>1993</u>
● Video Update	\$7,885	\$5,000
● Promotional Giveaways	\$15,000	\$15,000
● Misc. Travel Expenses	\$3,600	\$4,000
● Training for Staff	\$ 500	\$1,500

CONVENTIONS

Local Market

	<u>1992</u>	<u>1993</u>
Convention Ambassador Week	\$15,500	\$15,500

In 1993, this important program will be concentrated on with more enhancement through the introduction of a new theme, strengthen the Ambassador program.

The television ad campaign with interviews on both CHCH and Cable along with the unveiling of the Convention Centre Wall of Convention Awards at HECFI will be highlighted.

Convention Services	\$51,000	\$55,000
----------------------------	----------	----------

Several large key conferences will be held in Greater Hamilton. The Region, along with the City of Hamilton, will host the Cdn. Figure Skating Championship, Canadian Country Music Awards World Judo Championship and other National Conferences. Each will bring large media coverage and attention both locally and abroad. Servicing of the conferences and partnership is planned. Servicing dollars have been committed to these certain conventions and events.

Media	\$44,000	\$34,000
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The local campaign will comprise of:

- Television
- Chamber of Commerce Publications
- newspaper ads
- Newsletter inserts
- Miscellaneous ad publications

Brochures	\$24,000	\$40,700
------------------	----------	----------

- Upgrade our convention bid kits
- Skyline in conjunction with tourism publication
- Update of accommodation and dining guides
- Develop new Meeting Planners Guide
- Co-op with private sector on publications
- Develop and print shells for convention planners

Co-op Program		\$25,000
----------------------	--	----------

CONVENTIONS

External Markets

	<u>1992</u>	<u>1993</u>
Attendance Building	\$18,500	\$16,000

As a lure for our bid presentation we plan to convention build to approximately 15 selected conventions. (See listing)

Bid Presentations	\$20,000	\$14,000
--------------------------	----------	----------

Target bid package at associations seriously considering Greater Hamilton as a convention destination. Target bids is 75 bids in 1993. This will highlight our Meet Free campaign for 93 and 94.

Fam Tours/Sales Calls	\$5,000	\$5,000
------------------------------	---------	---------

Several sales blitzes to the Ottawa/Toronto Regions along with representatives from the local hospitality industry representing Greater Hamilton will take place with target calls each month. Site inspections on bid packages. Marketing plans will include co-op programs on sales initiatives with private sectors.

Marketplaces/Tradeshows	\$34,500	\$36,000
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Attendance of "Canada Calling Promotions" sponsored by Tourism Canada along with major tradeshows of CSAE, ASAE and MPI are planned. Prof. conf. for Convention Service Bureaus of IACVB and CACVB are also planned. Co-op with private sector on each with emphasis on HECFI as major partner.

Media	\$40,000	\$24,800
--------------	----------	----------

Target groups will be marketed through:

- Trade Magazines
- Newspaper Publications
- Inflight Magazines
- All publications co-ordinated with private sector and HECFI marketing.

Miscellaneous

A/V Update	\$24,000	\$4,000
Promotion Materials	\$11,000	\$11,000
Misc. Travel	\$6,000	\$6,000
Training	\$ 500	\$1,500
Data Base Updates	\$3,000	\$3,000

TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD

URBAN/MUNICIPAL

CAS ON HW Q79
A35
1992

A G E N D A

DATE: Thursday, December 3, 1992

TIME: 12:00 Noon

PLACE: 15th Floor Committee Room
119 King Street West, Regional Offices

1. GENERAL

- a) Minutes of the Tourism and Conventions Development Advisory Board meeting of October 1, 1992

2. NEW BUSINESS

- 2.1 Presentation by Economic Development Department Staff
- 2.2 Convention and Corporate Meetings/Marketing Activities Schedule
- 2.3 Leisure and Travel/Marketing Activities Schedule
- 2.4 Representative from Hamilton and District Labour Council
- 2.5 For the Information of the Committee
 - a) Correspondence to Councillor Ross and Members of the Interviewing Committee respecting appointment of the Economic Development Department Director
 - b) Correspondence to Chairman and Members of Economic Development and Planning Committee respecting Special Events Van

Ruth Greenwood
Hamilton Public Library
2nd Fl., 55 York Blvd
Hamilton, Ontario
L8R 3K1

- c) Correspondence from Dilna Khory, Convention Coordinator, Tourism and Conventions to Messrs. Peter and Morris Mercanti respecting Royal Canadian Legion Ladies Auxilliary
- d) Recorded vote at Regional Council meeting of May 19, 1992 respecting Provincially Run Casino Gambling in Hamilton-Wentworth

3. OTHER BUSINESS

Next meeting - January 7, 1993 - 12:00 Noon
119 King Street West, 15th Floor

4. ADJOURNMENT

1a

**MINUTES OF THE
TOURISM AND CONVENTIONS DEVELOPMENT ADVISORY BOARD**

The Tourism and Conventions Development Advisory Board met on Thursday, October 1, 1992 at 12:00 Noon, 15th Floor Committee Room, Regional Offices.

Present: Chairman P. Mercanti
D. Brocker, D. Dailey, K. Gregg, G. Macaluso, M.
Tsangarakis, Councillor D. Ross

Absent with Regrets: T. DePaulo

Also Present: J. Fardell, M. Gallagher

1. GENERAL

- a) Minutes of the Tourism and Conventions Development Advisory Board meeting of September 3, 1992
(Macaluso/Brocker) be received and adopted as presented.

CARRIED.

Business Arising

- 2.1a)** Councillor Ross advised that applications for the Director of Economic Development have been received and the candidates have been short-listed to 16. It is anticipated that a Director will be in place early in the New Year.

Other Business #3

(Tsangarakis/Gregg) That a letter of support for the Special Events Van be forwarded to the Economic Development and Planning Committee.

CARRIED.

Other Business #2

Ken Gregg re-iterated his commitment to be involved in the joint venture project between Mohawk College and the Sheraton Hotel in the promotion of Japanese travel to Greater Hamilton.

Other Business #1 - Operation of Casinos in Hamilton-Wentworth

There was considerable discussion on this issue.

Joe Fardell provided the Committee with a brief overview of the criteria set by the Province for the Operation of Casinos:

- 1) Infrastructure should be in place
- 2) Demographics

3) Council approval of Area Municipality

The Advisory Board is very much in support of the operation of a Casino in the Regional Municipality of Hamilton-Wentworth.

Members expressed their views on this issue:

- o would be very beneficial to the hospitality industry
- o would bring a focus to the tourism industry and create jobs
- o provides flexibility to the City
- o would be a selling feature which trying to entise conventions to the Region
- o should be tasteful, clean
- o creates revenue for City

(Tsangarakis/Brockner)

That staff of the Economic Development Department be requested to prepare a report outlining any new or recent information on the operation of casinos, for the information of the Tourism and Conventions Development Advisory Board.

CARRIED.

b) Election of Vice-Chairman

Nominations were called for the Vice-Chairman of the Tourism and Conventions Development Advisory Board.

(Brockner/Macaluso)

That Don Dailey be nominated for Vice-Chairman.

Don Dailey declined nomination.

(Gregg/Macaluso)

That Margaret Tsangarakis be nominated as Vice-Chairman of the Tourism and Conventions Development Advisory Board.

Margaret Tsangarakis accepted the nomination.

There being no other nominations, they were declared closed.

Margaret Tsangarakis was declared **Vice-Chairman** of the Tourism and Conventions Development Advisory Board.

2. NEW BUSINESS

2.1 Economic Development Department Summary of Marketing Plans for 1993

Joe provided the Advisory Board with a brief overview of the Budget Process.

The Committee Chairman re-iterated the importance of having a Director in the Department. He also advised that the goals and objectives of the Department need to be clearly defined, and that there should be a focus more on the local market rather than European market (i.e. bus tours, overnight stays)

Other suggestions raised included the transferring of some monies from the Business Development Section of the Department to the Tourism and Convention Section of the Department.

It was also suggested that Public relations need to be addressed in the Plan in making people more aware and increasing public image.

Co-op Marketing Programs was addressed and the suggestion of obtaining funding through the Private Sector to assist in this avenue.

Staff will provide the Advisory Board with a copy of the study which outlines the number of people employed in the hospitality industry in the Region.

New Business #1

Appearing before the Economic Development and Planning Committee

The Committee agreed that they would request the opportunity to appear as a delegation before the Economic Development and Planning Committee. The Committee Secretary will ensure that the delegation is listed on the Agenda, and this first meeting will be used to introduce the members and give a brief background on what they would like to see the Advisory Board doing in this three year term.

Following the initial first meeting, quarterly presentations will be made to the Economic Development and Planning Committee addressing one key issue which the Advisory Board would like brought the Committee's attention. (i.e. Transportation, Hotel Industry etc.)

New Business #2

Replacement of Labour representative

Mr. DePaolo has not had the opportunity to attend any of the scheduled meetings, and staff were directed to forward a letter to the Labour Council requesting representation on the Advisory Board.

Note: The Committee Secretary was directed to investigate if there is a policy which requires applicants to either reside or have a business in the Municipality in which they are applying for.

New Business #3

The Committee directed that a letter be forwarded to the Interviewing Committee requesting that a tourism background criteria be considered when selecting the applicant for the Director of Economic Development.

2.2 Other Business

- a) Next meeting - November 5, 1992 - 12:00 Noon
119 King Street West, 15th Floor

The next meeting of the Advisory Board will commence with a 45 minute orientation presentation by staff.

3. ADJOURNMENT

The Committee adjourned at 2:30 p.m.

Chairman

Secretary

2.2

CONVENTION & CORPORATE MEETINGS/MARKETING ACTIVITIES SCHEDULE

Sales Missions	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Jan. McMaster/Mohawk Convention Promotion Program	Feb. 11 IACVB Destination Showcase Washington, D.C.	Mar. 10 Sales Trip, Toronto Mar. 10 CSAE Luncheon Market MPI Supplier Showcase, Toronto	Apr. 6 - 10 Sales Trip, Toronto	Open FAM visits begin.	Open FAM
	Jan 26-29 R.C.M.A., Chicago	Feb. 16 Ottawa Promo, Ottawa				
	Jan. Sports Summit, California	Feb. 17 CSAE/MPI, Ottawa				
Advertising Activities/ Opportunities	MPI Eye on Ottawa Canadian Association Magazine Directory Direct Mail, Ottawa	MPI Meeting Messenger Sponsor	Direct Piece Toronto RE: April Sales	Canadian Association Magazine Direct Mail RE: Open Fam		Reminder of Open FAM
Sales Missions	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Open FAM	Open Fam	Sept. 14 - 18 Sales Trip - Toronto	Oct. 26 - 30 Sales Promo, Ottawa Reception Sports Fed.	Nov. Showcase Canada Washington, D.C.	Dec. CSAE Winter Night Conference, Toronto
	July IACVB/CACVB Nice, France	Aug. CSAE - Halifax	Sept. 21 - 25 FAM Visit - Association Corporate Meeting Planners Toronto			
Advertising Activities/ Opportunities	Convention & Meeting Canadian Directory Teaser CSAE Exhibit	Canadian Association Magazine Invite to September FAM	Mailer to Ottawa Mac Courier	Canadian Association Magazine Convention Appreciation Night		Canadian Association Magazine Direct Mail to McMaster/Mohawk

DESUREL TRAVEL MARKETING ACTIVITIES SCHEDULE

Sales Missions	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Jan. Special Event 9 Conf. New Orleans	Feb. 6 - 7 AAA of Western New York	Mar. 2 - 4 OMTR Theatre Promo	Apr. Festivals Ontario Conference	May Sales Calls, New York State	June FAM - Celebrate
	Jan. Vancouver Calls (Japanese Mkts.)	Feb. 21 - 23 TIAC /ACVB St. John, N.B.	Mar. 16 - 18 OMTR Mkt New England	Apr. 2 - 4 London Free Press, London, Ontario	May 16 - 19 Rendezvous Canada Winnipeg, Manitoba	June Tourism Awareness Week
		Feb. 23 - 25 OMTR Theatre Promotions, NY, PA, OH, MI	Mar. 24 - 25 N.Y. Sales Calls Travel Expo, Catskills	Apr. 21 - 24 NTA Spring Exchange, Birmingham, Alabama		
			Mar. 31 Canadian Consulate, Ohio Travel Expo	Michigan Sales Calls		
Advertising Activities/ Opportunities	Group Planners Guide Publication	Visitors Guide Target Michigan Calls	Dining Guide Update Hamilton This Month	City Maps Reprint	Bi-annual Events Book	Spec Events Ad
					Targeted Mail FAM	Celebrate Campaign
					Celebrate Campaign	
Sales Missions	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	FAM - Celebrate	Aug. 19 - 21 Erie County Fair, Hamburg, New York	Sept. 17 - 19 Spec-Travel Show, Hamilton	Oct. OMTR International Market	Nov. 1 - 4 OMCA - Hamilton Hosting	Dec. 5 - 10 ABA - Montreal
		Aug. FAM - Celebrate	Sept. I.F.A. Conference	Oct. 2 Great Day Tours, Cleveland	Nov. 7 - 12 NTA Annual Convention, Atlantic City	
				Oct. 12 - 15 Bienvenue - Quebec,	Nov. JATA - Tokyo	
Advertising Activities/ Opportunities	Spec-Events Ad Celebrate Campaign	Spec-EventsAd Celebrate Campaign	OMCA Magazine Spec Events Ad Celebrate Campaign	Destinations Magazine Accommodation Guide OMTR Theatre Promo	Bi - annual Events Book	Spec Events Ad



REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Office of the Clerk

Robert C. Prowse, Clerk
Michael A. Rallo, Deputy Clerk

October 2, 1992

Mr. Bryan Adamczyk, President
Hamilton and District Labour Council
1025 Barton Street East
Hamilton, Ontario
L8L 3E2

Dear Mr. Adamczyk:

Re: Request for representation on the Tourism and Conventions Development Advisory Board of the Regional Municipality of Hamilton-Wentworth

Regional Council at their meeting of February 18, 1992 approved the establishment of a Tourism and Conventions Development Advisory Board for the Region of Hamilton-Wentworth. Subsection f) of the recommendation read as follows:

"f) That the Advisory Board be made up of the following private sector and tourism and convention interests:

- i) Hotels
- ii) Attractions
- iii) Transportation
- iv) Food
- v) Arts and Entertainment
- vi) Convention Facilities
- vii) Labour

Currently, a vacancy has resulted in the "Labour" category. It would be appreciated, if you could circulate this correspondence to your members, and request that interested parties, contact Mrs. Mary Gallagher of the Regional Clerk's Office either by phone at 546-4304, or by writing to Office of the Regional Clerk, P.O. Box 910, Hamilton, Ontario, L8N 3V9 to obtain further details on this matter.

.../2

Should you have any questions or concerns, please do not hesitate to contact Mrs. Gallagher.

Your assistance is greatly appreciated.

Yours truly,

A handwritten signature in cursive script, reading "Peter Mercanti". The signature is written in dark ink and is positioned below the "Yours truly," text.

Peter Mercanti, Chairman
Tourism and Conventions Development Advisory Board



REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Office of the Clerk

Robert C. Prowse, Clerk
Michael A. Rallo, Deputy Clerk

October 2, 1992

Councillor D. Ross and Members
of Interviewing Committee to
Appoint the Economic Development Department
Director

Dear Councillors:

Re: Appointment of Economic Development Department Director

It is with great anticipation that the Tourism and Conventions Development Advisory Board awaits the appointment of the Director of the Economic Development Department.

This issue has been one of great interest to the Advisory Board, and we are certain, that you and the others on the Interviewing Committee will choose a very capable and appropriate person to fill this vital role.

Tourism and Conventions are key factors in attracting people to the Region of Hamilton-Wentworth. Spin-offs from these avenues provide a form of stability to our Community.

We are confident that you will take this into account when making your selection.

Yours truly,

Peter Mercanti, Chairman
Tourism and Conventions Development
Advisory Board



REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

Office of the Clerk

Robert C. Prowse, Clerk
Michael A. Rallo, Deputy Clerk

October 2, 1992

Chairman and Members
Economic Development and Planning Committee

Re: Special Events Van

On October 1, 1992, the Tourism and Conventions Development Advisory Board, unanimously supported the use of the Special Events Van by the Economic Development Department.

In these tough economic times, we must utilize every possible option to entice business to our Community. If utilizing the Special Events Van fosters business development to our Region, then we should feel confident that its function has served the Region well.

Yours truly,

Peter Mercanti, Chairman
Tourism and Conventions Development
Advisory Board





GREATER HAMILTON

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

2.5c

October 29, 1992

Handwritten note: *Handwritten note: "HAW" PARTY C ADV BOARD MEETING*

Project
Hamilton-
Wentworth
as a Regional
Centre

Retain and
Expand
Existing
Enterprises

Develop
Industrial Land

Foster Small
Business

Facilitate
Investment
Opportunities

Identify
Business
Partners

Attract People
and
Employment

Assist
Technology
and Skills
Development

Promote
Tourism and
Special Events

Attract
Conventions

Peter/Morris Mercanti
Carmen's Banquet Centre
1520 Stonechurch Road East
Box 142
Hamilton, Ontario
L0R 1P0

Dear Peter and Morris:

Enclosed is a copy of a letter received by me after the Royal Canadian Legion Ladies Auxiliary Convention.

The letter speaks for itself. However, I thought I should let you know that at a "wrap-up" meeting of the Ladies Auxiliary last night - they were still raving about the evening at Carmen's. The comment I heard was "it's going to be difficult to top this in Windsor in 1994!"

Congratulations to you and all your staff. Hope we can swing a few more.

Sincerely,

Dilna Khory
convention Coordinator
Tourism and Convention Services

DK/sm

Encl.

cc: Joe Fardell

Handwritten note: *I am hoping to get the RCAF (Women's Group) to do the same trip. Perhaps you can let the T+C Advisory Board know of this remark!*

ECONOMIC DEVELOPMENT DEPARTMENT

P.O. Box 910, Hamilton, Ontario, Canada L8N 3V9
1 James St. South, 3rd Floor, L8P 4R5

Tel: Business Development (416) 546-4447
Tourism and Convention Services (416) 546-4222
1-800-263-8590 Fax: (416) 546-4107

OCT 23 1992

See Ontario Provincial Command Ladies' Auxiliary



Royal Canadian Legion

President
MRS. EVELYN CARROLL
99 Elgin Avenue
Goderich, Ontario N7A 2E4
Phone (519) 524-7969

Secretary-Treasurer
MRS. JEAN CECILE
1309 St. Anne Street
P.O. Box 3274
Tecumseh, Ontario N8N 2M4
Phone (519) 735-2942

Greater Hamilton Place
P.O. Box 910
Hamilton Ontario

Dear Diana.

I find it difficult to find appropriate words to express my sincere thanks to you for the responsibilities you assumed in making our Convention a tremendous success; we are truly grateful. Your handling of the housing certainly relieved our worst head, and actually it was the first convention where accommodation complaints did not come from the floor. Your suggestion of visiting Carleton Place was tremendous, they were most generous with their package deal of meal, transportation and entertainment. The hostess Pat Foye, and their generous staff were just great, the meal was delicious, hot, & quickly served, and the entertainment was outstanding, suiting every age group in attendance, bringing back many cherished memories to a countless number; there was just nothing left to be desired. Your support & willing co-operation was much appreciated by my Committee Diana, thank so much.

Sincerely,
Evelyn Carroll

2.5d1

Council Minutes

May 19, 1992

- Item 5 Economic Development and Planning Committee Report 9-92
Sunday Shopping: Tourist Attractions (ECO 92-035)
Councillor T. Jackson declared an interest as he owns a business in the Region.

(Wade/Kiss) That the Minutes of the meeting held on May 5, 1992 be received and adopted as presented. **CARRIED.**

The Clerk presented a list of Communications.

(MacIntyre/Etherington) That Communications No. 1 to 26 be received.

COMMUNICATIONS put and CARRIED.

(Prentice/Addison) That Council move into Committee of the Whole on reports. **CARRIED.**

(Wade/Kiss) **CHAIRMAN'S REPORT 9-92** be adopted.

CHAIRMAN'S REPORT 9-92 put and CARRIED.

(Ross/Granger) **ECONOMIC DEVELOPMENT AND PLANNING COMMITTEE REPORT 9-92** be adopted and the information section received.

- Item 7 Provincially Run Casino Gambling in Region of Hamilton-Wentworth (ECO 92-038)

This item was **DEFEATED** on the following division:

Yeas: McCulloch, Granger, Southall, Drury, Addison, Wade, D'Amico, Ross, Jackson, Shaw, Hodgson

Total Yeas: 11

Nays: Whynott, Agro, Morelli, Wilson, Prentice, Cooke, Kiss, Sloat, MacIntyre, Etherington, Anderson, Merling, Charters, Eisenberger, Agostino

Total Nays: 15

URBAN/MUNICIPAL
CA3 ON HWQ 79
A35
1994

TOURISM AND CONVENTION ADVISORY BOARD

A G E N D A

~~Kennedy~~
Hamilton Public Library
2nd Fl., 55 York Blvd.
Hamilton, Ontario L8R 3K1

DATE: **URBAN MUNICIPAL** Thursday, September 1, 1994

TIME: **AUG 25 1994** 8:30 o'clock a.m.

PLACE: **GOVERNMENT DOCUMENTS** 15th Floor Committee Room
Regional Offices

tou

1. GENERAL

- a) **Declarations of Interest** re: Municipal Conflict of Interest Act
- b) **Minutes** of the April 7, 1994 meeting of the Tourism and Convention Advisory Board.
- c) **Minutes** of the May 5, 1994 meeting of the Tourism and Convention Advisory Board.
- d) Business arising from previous Minutes

2. DELEGATION

- 2.1 Correspondence addressed to Ms. Susan Rosenblatt, Stanley Cooper Travel, inviting her to attend the Tourism and Convention Advisory Board meeting to address the Fair Exchange issue.

Ms. Rosenblatt to address the Advisory Board.

3. BUSINESS ITEMS

- 3.1 **Discussion Items for Final Report to the Economic Development and Planning Committee**
 - i) Review of Minutes for 1994
 - ii) Key issues to be addressed i.e. Budget Reductions, Marketing Plan for 1994 and Recommendations for 1995

3.2 For the Information of the Advisory Board

That the following items be received:

- a) **Correspondence** received from the Olivet Couples/Singles Club expressing their enjoyment of the 194 Tatoo Show.
- b) **Summary** prepared by Dilna Khory, Convention Services Co-ordinator, respecting her attendance at the International Science and Engineering Fair (ISEF) at Birmingham, AL, for the purpose of promoting Hamilton as the site of the ISEF to be held May 7-13, 1995.
- c) **Summary** prepared by Dilna Khory, Convention Services Co-ordinator, respecting her attendance at the TOPS (Take Off Pounds Sensibly) Provincial Recognition Days in Kingston, Ontario, for the purpose of promoting Hamilton as the site of the PRD TOPS Convention to be held June 1-3, 1995.
- d) **Summary** prepared by June Hannah-Cook, Travel Service Co-ordinator, respecting her attendance at the Toronto Travel & Leisure Show, for the purpose of promoting Greater hamilton's attractions, festivals, events and properties to consumers from the Toronto area.
- e) **Article** from the Wester New York Family Magazine, May 1994, entitled "A Month of Sundays"
- f) **Copy** of Tourism Work Plans - April 1994
- g) **Copy** of Conventions Work Plans - April 1994
- h) **Copy** of Tourism Work Plans - July 1994
- i) **Copy** of Conventions Work Plans - July 1994

4. ECONOMIC DEVELOPMENT & PLANNING COMMITTEE UPDATE

Regional Council, at its meeting held on Tuesday, June 7, 1994 approved Item 6 of the Economic Development and Planning Committee Report 7-94, as follows:

Correspondence received from the City of Etobicoke requesting support of its resolution respecting "Reduction in Provincial Tax for Tourism/Hospitality Industry"

That the Association of Municipalities of Ontario be advised that the Regional Municipality of Hamilton-Wentworth fully supports the concept of reduction in provincial sales tax for the tourism/hospitality industry.

5. SECTOR UPDATE

- a) Hotels
- b) Attractions
- c) Transportation
- d) Food
- e) Arts and Entertainment
- f) Convention Facilities
- g) Labour

6. OTHER BUSINESS

Next meeting: Thursday, October 6, 1994 - 8:30 a.m.

7. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTION ADVISORY BOARD

The Tourism and Convention Advisory Board met on Thursday, April 7, 1994 at 8:30 o'clock a.m., in the 15th Floor Committee Room, Regional Offices. There was No Quorum present 30 minutes after the appointment time. The Committee Secretary recorded the names of those present, and the meeting stood adjourned:

Present:

D. Dailley, M. Robis

Absent with Regrets:

Chairman P. Mercanti

D. Brocker, B. Adamczyk, K. Gregg, J. Awad

Also Present:

Messr. J. Fardell

Mmes. N. Yarmel, L. Sohal

Chairman

Secretary

MINUTES OF THE TOURISM AND CONVENTION ADVISORY BOARD

The Tourism and Convention Advisory Board met on Thursday, May 5, 1994 at 8:30 o'clock a.m., in the 15th Floor Committee Room, Regional Offices.

Present: Chairman P. Mercanti
D. Bocker, K. Gregg, D. Dailley,
M. Robis, G. Macaluso, J. Awad

Absent with Regrets: B. Adamczyk

Also Present: Messrs. N. Catalano, J. Fardell
Mme. L. Sohal

1. GENERAL

- a) **Declarations of Interest** re: Municipal Conflict of Interest Act: **None.**
- b) **Minutes** of the March 10, 1994 meeting of the Tourism and Convention Advisory Board.

(Macaluso/Gregg) be received and adopted as presented.

CARRIED.

Chairman Mercanti introduced and welcomed Mr. M. Robis, as the recently appointed citizen member of the Advisory Committee, representing the Food Sector of the Tourism and Convention Industry.

Chairman Mercanti also welcomed Mr. Gabe Macaluso back to the Advisory Committee.

2. DELEGATION

2.1 Correspondence received from Mr. Graham Hymas, requesting to address the Tourism and Conventions Advisory Board respecting Proposed Sunday Street Market

Mr. Hymas addressed the Advisory Board and advised that he is a member of the International Village Business Improvement Area (BIA) and owns a store in that area. He has initiated the concept of a Hamilton Street Market to be held in the full downtown city core.

- The entire concept has been 100% fully supported, however the initial location has been an issue. Originally, the first proposed location was City Hall, appropriate because of its centralized location.

- Mr. Hymas has been in contact with Councillors Wm. McCulloch and M. Kiss and they are fully supportive of this concept.
- Generally, the stall holders are individuals owning stores in the downtown area. They intend to canvass store owners on King Street from Ottawa Street to Dundurn Road.

Mr. Hymas advised that Sunday, May 1, 1994 was the first Hamilton Street Market that was held and unfortunately was a bit of a letdown due to the rainy, cold and windy weather conditions. There were several store owners that didn't show up and 80% of them advised that it was due to the weather conditions. Perhaps, this concept should be initiated in June instead of May.

- The Hamilton Street Market will be a lighter version of the Buskingfest initiative of Bill Powell. Mr. Hymas anticipates having similar entertainers such as clowns, jugglers, fireaters, magicians etc. in attendance in the near future.
- The International Village BIA conducted a survey asking members of the public how they had heard about the Hamilton Street Market, and the majority of the respondents indicated from the newspaper. Several flyers were distributed, along King Street and dropped off at the Tourism offices.

Mr. Hymas advised that he was here today seeking the support of the Tourism and Convention Advisory Board and the Economic Development and Planning Committee. He also inquired about the possibility of any financial assistance, particularly through advertising.

- Various local store owners, craftsmen, promotional businesses and even members of the Tourism and Convention Advisory Board can utilize this market to promote their own respective businesses.
- The total cost for rental of a stall would be \$35 and an additional cost of \$7.50 for each table rented. Rental charges for stalls and tables are waived for any charitable organizations wishing to participate.

Mr. Hymas advised that he is attempting to establish a street market that doesn't usually happen in this area and that would attract tourists to the downtown core. His initial goal for the first year is to secure and promote the centralized location. Next year, he anticipates increased involvement and participation from representatives of the food and beverage industry.

Members of the Advisory Committee commended Mr. Hymas on his efforts to rejuvenate the downtown core and offered their support to continue with this venture.

Staff advised that Mr. Hymas would be invited to attend the Tourism Update Committees that they are involved with through the Economic Development Department.

3. BUSINESS ITEMS

3.1 1994 Market Plans (ECO 94-017)

(Broker/Awad)

That Report ECO 94-017 be received.

CARRIED.

1996 Grey Cup Bid

Staff provided an overview of the current status of the 1996 Grey Cup Bid and advised that the Hamilton-Wentworth's bid was submitted last week to the Canadian Football League Board of Governors in Las Vegas. Staff indicated that our bid is up against Edmonton and Baltimore, but feel very confident about Hamilton-Wentworth's proposal. Baltimore is a new addition to the Canadian Football League with its recent addition of a football team. The downfall for Edmonton is that six out of the last seven Grey Cups have been held in the westcoast of Canada.

The next staff presentation will made on July 11, 1994, during the Hall of Fame Week with a theme of "Bring Back the Magic of Grey Cup in 1996". Staff advised that a Committee has been established that has been working on this bid for the last two months, and is comprised of Joe Fardell, Co-ordinator, representation from the Hamilton Tiger-Cat Football Club, a representative of the Transportation and Police Departments, the City of Hamilton, and the Region's advertising agency. The Committee is expected to expand as the work required for the presentation progresses. The Committee will be seeking ideas on marketing, and how we can sell this bid.

Conventions Local Awareness Campaign

Staff advised that members of the Economic Development Department have made presentations to Senior Management Team and other various staff groups encouraging staff to promote conventions to be held in the Hamilton-Wentworth area to any associations they may belong to.

Staff indicated that they would gather the necessary information and report back to the Advisory Committee on a possible recommendation to be forwarded to the Economic Development and Planning Committee and subsequently, Regional Council.

Market Plan Overview

Members of the Advisory Committee indicated that they felt that this was a solid plan and their only concern would be the success of implementation and how it could be measured. The Advisory Committee also advised that they were interested in knowing more about the Revolving Fund Account and where and how money is being dispensed from this account. Overall, staff were complimented on the structure of the report and its comprehensive layout.

Staff advised that they would report back in the feasibility of implementation of these programs and an overview of the Revolving Fund Account.

Mr. Bowman of the Sports Corporation will be asked at the next meeting to give an overview. Staff will follow-up on this issue.

3.2 For the Information of the Advisory Board

(Awad/Brockner)

That the following items be received:

- a) **Correspondence** received from the City of Etobicoke requesting support of its resolution respecting "Reduction in Provincial Tax for Tourism/Hospitality Industry"

(Macaluso/Awad)

That the Association of Municipalities of Ontario be advised that the Regional Municipality of Hamilton-Wentworth fully supports the concept of reduction in provincial tax for the tourism/hospitality industry.

CARRIED.

- b) **Copy of Tourism Work Plans - 1994**

- c) **Copy of Conventions Work Plans - 1994**

CARRIED.

4. ECONOMIC DEVELOPMENT & PLANNING COMMITTEE UPDATE

The Economic Development and Planning Committee, at its meeting held on Monday, March 28, 1994 approved the following recommendation from the Tourism and Convention Advisory Board's meeting of March 10, 1994:

Note: Please be advised that the following recommendations are subject to Regional Council approval, at its meeting of April 5, 1994.

Appointment to the Tourism and Conventions Advisory Board

That Mr. Michael Robis, owner of "Chester's Beers of the World" and "Finger's Bar and Grill", be appointed as the citizen representative from the food industry to the Tourism and Conventions Advisory Board.

New Business #1 Correspondence received from the Hamilton Entertainment and Convention Facilities Inc. (HECFI) advising of that Mr. Gabe Macaluso has been appointed as the representative on the Tourism and Convention Advisory Board, for the remainder of the term of council concluding in 1994.

(Dailley/Gregg)

That this item be received.

CARRIED.

New Business #2 Correspondence received from Mr. Phil King, President, Olynyk, King and Duda Advertising Inc., offering his services as a "resource" member to the Tourism and Convention Advisory Board.

(Awad/Dailley)

a) That this item be received;

b) That staff be requested to forward correspondence to Mr. Phil King, advising that he is welcome to attend any of the meetings of the Tourism and Convention Advisory Board, as a member of the public.

CARRIED.

New Business #3 Concerns expressed by Mr. J. Awad respecting HECFI pursuing private functions

Mr. Awad addressed the Advisory Committee and expressed concerns respecting HECFI pursuing local private conventions, banquets, weddings and various other functions. Although, HECFI has been requested to refrain from instigating these types of functions in the past, they have continued to do so. Extreme frustration was expressed since it was believed that this issue is not within the mandate of the Hamilton Convention Centre, and its efforts should be focused on pursuing and hosting conventions in Hamilton-Wentworth.

(Chairman P. Mercanti and G. Macaluso declared a conflict of interest as they are both in the Convention industry)

Members of the Advisory Committee discussed a possible recommendation advising HECFI to refrain from soliciting local social events that should be pursued by local banquet facilities. General discussion took place and it was decided that everyone would seem to have a conflict of interest with this issue.

Chairman Mercanti requested the Legislative Assistant to inquire if this Advisory Board, within its mandate, can discuss this issue as it relates to the Hamilton Convention Centre.

5. SECTOR UPDATE

- a) Hotels
- b) Attractions
- c) Transportation
- d) Food
- e) Arts and Entertainment
- f) Convention Facilities
- g) Labour

6. OTHER BUSINESS

Next meeting: Thursday, June 2, 1994 - 8:30 a.m.

Location: 15th Floor Committee Room
Regional Offices

It was decided that the July 7, 1994 meeting will take place at the African Lion Safari.

7. ADJOURNMENT

On motion (Macaluso/Michael) the Advisory Committee adjourned at 11:25 a.m.

CARRIED.

Chairman

Secretary



GREATER HAMILTON

REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

July 25, 1994

Project
Hamilton-
Wentworth
as a Regional
Centre

Retain and
Expand
Existing
Enterprises

Develop
Industrial Land

Foster Small
Business

Facilitate
Investment
Opportunities

Identify
Business
Partners

Attract People
and
Employment

Assist
Technology
and Skills
Development

Promote
Tourism and
Special Events

Attract
Conventions

Stanley Cooper Travel
92 King St. E. Ste. 956
Hamilton, Ontario
L8N 1A8

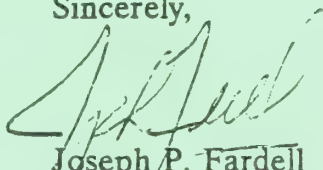
Attention Susan Rosenblatt

Dear Susan:

In regards to your letter on Fair Exchange I would like to invite you to the Tourism and Convention Advisory Board meeting on August 4, 1994 to address the issues with the key representatives in our industry.

If this date is unacceptable please let me know to reschedule at a later meeting.

Sincerely,



Joseph P. Fardell
Manager

Tourism and Convention Services

JPF/ck
3287

C.C. Peter Mercanti

~~Ernst Scholz~~

ECONOMIC DEVELOPMENT DEPARTMENT

P.O. BOX 910, Hamilton, Ontario, Canada L8N 3V9
1 James Street South, 3rd Floor, L8P 4R5
Tel: Business Development (905) 546-4447
Tourism and Convention Services (905) 546-4222
1-800-263-8590 Fax: (905) 546-4107

JUN 8 1994

3.2a

50E
FYI

141 South Bend Road East,
Hamilton, Ontario.
L9A 2B5

June 6, 1994

Mr. Alistair B. Hamilton,
Tourism and Convention Services,
Economic Development Department,
P.O. Box 910,
Hamilton, Ontario.
L8N 3V9

Dear Alistair:

Just a little note to tell you how much we enjoyed the Tattoo on Saturday evening.

As you know, we took forty-eight people. Of these, twenty-three were single, elderly women. To have direct transportation to and from the Coliseum gave them the opportunity to enjoy a function that otherwise would have been impossible for them.

Everyone agreed that the show was delightful, and efficiently run. Our excellent seats contributed to our enjoyment, and including a program in the package was a good idea. We had time to peruse it before the show started.

Please let us know when the 1995 Tattoo is organized.

Again, our thanks.

Sincerely,

Lorna Kippen

Lorna Kippen, for the Olivet Couples/Singles Club.

INFO ITEM

3.26)

ECONOMIC DEVELOPMENT DEPARTMENT
MEMORANDUM

TO: Joe Fardell

YOUR FILE:

FROM:  Dilna Khory
Convention Services Co-ordinator

OUR FILE: 547
PHONE: 546-2610

RE: **Convention Building**
International Science and Engineering
Fair - May 9-15
Birmingham, AL

DATE: May 19, 1994

I had the privilege of representing Greater Hamilton at the International Science and Engineering Fair at Birmingham, AL. The purpose of this visit was to promote Hamilton as the site of the ISEF to be held May 7-13, 1995. This is the first time in the 45 years of the organization's existence that the ISEF will be held outside the United States of America.

BACKGROUND

Science Service Inc. founded in 1921, as a non-profit corporation, conducts the International Science and Engineering Fair. Through its Youth Program and publication, Science Service strives to increase public understanding and appreciation of science, especially in young students. Science Service has included in its mission increasing scientific literacy among members of under represented groups.

PARTICIPATION

Approximately 914 students were chosen as Finalists to compete in the ISEF, representing approximately 24 countries. More than 250 Grand Awards in 14 categories, ie. Behaviour and Social Science, Biochemistry, Chemistry, Computer Science etc. are presented.

In addition to participating students, accompanying adults, family members approximately 1,000 Judges and corporate sponsors make up the mix of attendees at ISEF. Anticipated number in Hamilton 3,000+.

Sixteen members of the ISEF Hamilton Host Committee attended ISEF Birmingham in order to review and research various aspects of the Fair requirements.

A Hamilton booth was set-up, providing varied information, travel and transportation arrangements, hotels, Customs, etc. Weepils were a popular hit (as usual).

On Wednesday the ISEF Hamilton Chairman, Ed Domenichetti made a verbal and video presentation to Science Service staff members. City of Hamilton Mayor Bob Morrow and Mr. Manny Chetcuti, representing the Federal Government, were present and brought welcome remarks on behalf of the city of Hamilton and the Canadian Government respectively. This gesture added considerably to the credibility of the efforts of the Organizing Committee.

CONCLUSION

The International Science and Engineering Fair, May 7-13, 1995 will be one of the most significant events ever to be held in the Greater Hamilton area. Due to the fact that this will be the first time ever held out of the U.S.A. it is anticipated that the number of visitors will increase dramatically, thereby increasing the economic impact within the community. The Host Committee is committed and prepared to make Hamilton the best ISEF ever.

Attached are copies of

- a) Finalist list
- b) Program
- c) Tours

DK/ap

cc: Nick Catalano

INFO Tien

3.2c)

ECONOMIC DEVELOPMENT DEPARTMENT

MEMORANDUM

TO: Joe Fardell
Manager
Tourism and Convention Services

YOUR FILE:

FROM: Dilna Khory
Convention Services Coordinator
Tourism and Convention Services

OUR FILE: 566
PHONE: 546-2610

SUBJECT: Convention Building
TOPS (Take Off Pounds Sensibly)
Provincial Recognition Days
June 2-4, 1994 - Kingston

DATE: June 8, 1994

I had the privilege of representing Greater Hamilton at the Provincial Recognition Days TOPS Convention in Kingston, Ontario. The purpose of this visit was to promote Hamilton as the site of the PRD TOPS Convention to be held June 1-3, 1995.

BACKGROUND

TOPS was founded in 1948 by 4 housewives. Headquarters is based in Milwaukee. Chapters are formed all across the country offering self-help motivation and a support system to members who wish to achieve their weight loss goals.

PARTICIPATION

Approximately 1,780 members of TOPS attended the PRD in Kingston. They came from all across Ontario utilizing 550 rooms in the city on the peak night which was on Friday, June 3, 1994.

The ceremonies and awards were held at the Kingston Memorial Centre.

A Hamilton booth was set-up providing information brochures and weepils to delegates. A great deal of interest was generated in visiting Hamilton, especially since their ceremonies and awards will be presented at Hamilton Place.

CONCLUSION

Our Division has offered this group assistance by way of

1. blocking additional hotel rooms
2. co-ordinating their hotel housing requirements
3. site inspection
4. participating in Host committee meetings
5. booking entertainment
6. registration, etc.

This will be the first major TOPS event to be held in Hamilton and with our efforts and support offered to them, I am sure they will return in the near future.



DK/ap

3.2 d)

TO: Joe Fardell
Manager
Tourism and Convention Services

FROM: June Hannah-Cook
Travel Service Co-ordinator
Tourism and Convention Services

**SUBJECT: TORONTO TRAVEL & LEISURE SHOW
APRIL 21-24**

LOCATION

Toronto International Centre, 6900 Airport Road, Mississauga

REASON FOR ATTENDANCE

To promote Greater Hamilton's attractions, festivals, events and properties to consumers from the Toronto area. The Toronto Travel & Leisure Show had approximately 400 exhibitors consisting of tourist boards, tour operators, and a collection of hotel, bus, airline and boat tour operators, as well travel insurance representatives, travel guide publishers and commercial sellers of clothing and travel items.

Over the three day consumer show there was a paid attendance of over 20,000.

BENEFITS

Participating in the Toronto Travel & Leisure Show gave Greater Hamilton the opportunity to display and distribute information promoting attractions, upcoming festivals and events. Consumers from the Metro Toronto area were mainly interested in summer festivals and events, bicycle paths and conservation areas. EcoTourism is becoming a very big and popular industry. Toronto is an excellent day trip market for Greater Hamilton.

Information about the Hamilton Airport was distributed. There was alot of enquiries about what passenger flights leave from the airport. The US Air schedules went very quickly, at the close of the show Friday only one desk copy remained. Air Laurentian schedule information was also of interest as many consumers from the Toronto area were not aware of the flights leaving Hamilton Airport. This is a market that needs to be educated of what services, passenger and cargo flights, the Hamilton Airport presently provides and is capable of providing both to the consumer and businesses. Those enquiring about the Airport were given a business card and asked to contact Sylvia Renshaw, Airport Marketing Officer.

FOLLOW UP ACTIVITIES

There is information to be mailed to interested parties when it becomes available. Unfortunately at the time of the travel show printed material was not ready regarding summer events, the Celebrate brochure and the Event booklet (July-December). Creative Arts brochures advertising Buskingfest, Earthsong and Festival of Friends was supplied by Janine Sardo but in very limited numbers, 30 brochures for a show attended by 20,000.

DIRECT LEADS/POTENTIAL BENEFITS

Benefits from this marketplace will be evident by Toronto residents visiting the Greater Hamilton area on day trips to attend local festivals, events and tour attractions. Consumers visiting the booth also expressed interest in staying overnight if special hotel prices and packages existed.

RECOMMENDATIONS

Exhibiting at the Toronto Travel & Leisure Show next year is definitely recommended. Toronto area consumers showed a definite interest in attending Greater Hamilton's summer festivals such as Aquafest, Earthsong and Festival of Friends. Other popular literature to take next year, Air Show, Tiger Cats schedules, Royal Botanical Gardens and Ecotourism information such as conservation areas, and hiking and cycling paths. This year the Hamilton-Wentworth Conservation Authority also participated in the show. The table top displayed worked well but next year it is recommended to have SOHO attend the show at peak periods to assist getting consumers to the Greater Hamilton booth. Staffing should be considered as it is a long busy show for one person to work the booth for the entire weekend, Friday to Sunday. Ideally two staff should work the show.

Having the Celebrate brochure ready and available for distribution at the marketplace is a must! Without summer festivals and events information available, participating in next years show should be considered as to what benefits would be gained from the materials distributed. This day trip market at this time of the year is looking for ideas for the summer months, June to September.

cc: Janet Foster
Sylvia Renshaw
Anna Bradford

A Month of Sundays

by: Betsey Baun

This article is part one of a two month exploration into the Hamilton, Ontario area — we found so much to do, the adventure grew too big for one month. Watch for part two in the June issue.

Calling all travelers! Next time you're cruising north on the QEW, take a day or two or three (we could have used four or five) and explore a jewel of a city that shines night and day. It's a city most of us ignore as we head towards Toronto and beyond.

While most everybody we knew headed south over spring break, we slipped into Hamilton, Ontario for a couple of days. An indoor, two-story waterslide, a one hour drive from Buffalo and botanical gardens, coupled with only a few days to spare, attracted us to this fresh, vital, and friendly city (population: 306,400).

Downtown Hamilton is lovely and well planned for visitors. Streets, lined by old fashioned lampposts and banners, are neatly laid out in the heart of the city. One section of banners proclaimed an International Village. And true to the banners claim, all kinds of international shops and eateries dot the avenue. Hess Village, a one block street between King and Main, is famed for its galleries, specialty shops and international flavor.

Our downtown hotel was on King Street and just the kind of place we enjoy. The Royal Connaught was originally built in the 1930s. It has been refurbished, but has retained the understated, elegant charm one must have felt when they walked into the hotel 75 years ago. Our room was immense; two double beds, sofa (for four), matching chair, desk, and space. Evidently most of the rooms on the north and east wings are this large. Some rooms feature sofa beds for larger family groups; cribs and cots are offered at no additional charge. John and I appreciated the coffee maker provided for our morning's first caffeine jolt. During June, July and August the rate is only \$49.00 Canadian. (Parking is additional).

The pool, designed for serious splashing, features a 124' long, 2 story waterslide and whirlpool to the side. Saunas are in the respective gender changing rooms. Although the pool is only four feet at its deepest, one lane for lap swimmers crosses down the middle. We found that the slide was great fun but we weren't enticed to spend hours hanging around the pool area. However, groups of children could probably spend the day.

We were inspired by the Royal Connaught's location amidst restaurants and shops on this wonderful European-like boulevard. Even walking around this enchanting city at night we felt very safe (the hotel staff assured us that our instincts were correct—it was safe, indeed).

Our first dinner found us strolling to Le Chinois, a Chinese restaurant with absolutely delicious food. (A children's plate is offered.) One day we had a German lunch 3 blocks away from the hotel at the Black Forest Inn. Excellent Wiener schnitzel! From the wonderful ethnic choices we found, to the doughnut shop or Golden Griddle behind the hotel, and with Wendy's close by, all budgets are easily accommodated. Our youngest gave up counting all the Tim Horton's...I guess we'll have to try one next time!

We regret not having enough time to explore downtown in greater detail. Walking the other direction we would have found many other attractions including: Jackson Square, a shopping mall with a Farmers Market on the second floor; Hamilton Place with its many cultural offerings; the Art Gallery of Hamilton; and the Canadian Football Hall of Fame and Museum.

Another area of the city not to be missed is Aberdeen Street and its side streets, where any serious house buff can challenge their "rubbernecking" skills. Located west of Main Street and south of Dundurn Street, the Aberdeen area is exquisitely loaded with fine homes that will infatuate any habitat aficionados. We're not proud, we drove through the area twice.

The Royal Botanical Gardens (RBG) was one of the reasons we went to Hamilton. Located on York Boulevard between Hamilton and Burlington, it was easy to find. Since our visit was during early spring and in rather damp weather, we indulged in the sights and smells of the indoor Mediterranean garden at the Center. But there are five outdoor areas and 30 miles of trails to this 2,700 acre botanical garden of which beckons this family's return during the months of May and June.

First, we'll have to return for the Lilac Festival from May 21st to 29th featuring five days of music, dance, children's performances, opera and musical theatre performed amidst the 800 varieties of fragrant lilacs in blossom at the Arboretum (Don't forget your picnic basket and cameras, 1 pm-4:30 pm). Hopefully some of the 125,000 bulbs will still be blooming at the Rock Garden Area. When the spring flowers lose their beauty in early June, the bulbs are removed and annuals planted for a show of spectacular color lasting until the first frost when the staff replants the bulbs in anticipation of the next spring.

The Laking Garden Area demands our second return trip during the first two weeks of June when 250,000 Irises bloom. From 1 to 4 pm the 5th and 12th of June the sounds of guitar and hammered dulcimer will fill the garden as visitors view the astounding color combinations that only Irises seem to own. Perhaps their unusual colors have something to do with their namesake, the Greek goddess of the rainbow. From Spring through Autumn the perennials in this garden area provide ideas for home gardeners.

Hendrie Park (The Rose Garden) is a combination rose garden and annuals trial site. Breeders submit new varieties to the RBG for independent test growing and evaluation. Roses, lilies, 250 clematis species, climbers and Espalliers, woodland and medicinal plants share this garden area.

As a botanical garden, the RBC is committed to research and education. In the fifth area, known as the Teaching Garden, herbs, edible ornamentals, new and old varieties are compared in trials, and micro-environments are for viewing.

Parking for the Gardens is free, admission fee in Canadian is \$4.25 for adults; Seniors and children 5 to 12, \$3.25; family (2 adults and dependent children), \$10.75. Gardens are open from 9:30 AM until 6 PM daily, the Mediterranean Garden closes at 5 PM.

In next month's column, we'll explore Dundurn Castle (Canada's largest restored Victorian Mansion), the Children's Museum, Tew's and Webster's Falls along the Bruce Trail and a few of the Hamilton treasures we have to check out on a return visit.

April

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
<u>TOURISM SALES</u>				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer Dec 93	Complete	AB
		- Travel Trade Dec 93	Complete	AB
		Sell Concept to Partners	Mar 30	AB
		Design Visual Program		
		- Brochures	Apr 01	AB
		Invoice Partners	Complete	AB
		Brochure Distribution	Jun	AB/JHC
		Design Ads for Newspaper, Radio	Complete	AB
		Economic Impact Study		
		-terms of reference	Complete	AB
		-bids	Complete	AB
		- start of study	Complete	AB
		Plan Celebrate '95	Sept	AB
	TATTOO '94	Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	Complete	AB
		Bids, Proposals Applications	Complete	AB
		Volunteers & Personnel	Complete	AB
		Finance & Budget	Complete	AB
		Legal	Ongoing	AB
		Insurance	Complete	AB
		Wrap-up & Evaluation	Jun 30	AB

3.25

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...**OPERATIONS**

Medical Services (Mar 5)	Complete	AB
Communications (Mar 5)	Complete	AB
Box Office/Tkt Ops (Feb 1)	Complete	AB
Facilities & Equipment	Apr 30	AB
Security & Emergency	Apr 30	AB
Procedures (Jan 1)	Complete	AB
Parking	Apr 30	AB
Concessions (Apr 30)	Complete	AB
Food Services (Apr 30)	Complete	AB
Refuse/Sanitation (Mar 5)	Complete	AB
Transportation	Apr 30	AB
Programmes	Apr 30	AB
Accommodations (Apr 30)	Complete	AB
Signage	Apr 30	AB
Warehousing	Apr 30	AB

SPECIAL SERVICES

Handicap Services (Mar 5)	Complete	AB
(Washrooms & Food)		

HOSPITALITY

Ceremonies & Protocol	Apr 30	AB
Spectator & Performer	Apr 30	AB
Services	Apr 30	AB
Entertainment	Apr 30	AB
Awards & Gifts	Apr 30	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
		PUBLIC RELATIONS & MARKETING		
		Media & Public (Mar 5) Relations	Complete	AB
		Sponsorship	"	AB
		Promotions	"	AB
		Social Service Organizations Logos, Graphics & Design Program	"	AB
			"	AB
		TECHNICAL SERVICES		
		• Recruit personnel to Coordinate each technical Services Area (Jan 1)	Complete	AB
		• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
		• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
		• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
		• Facilitate communication among other Divisions' personnel as needed	On-going	AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
AQUAFEST '94		Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure (Jan 1)	Complete	AB
		Bids, Proposals & Applications	May 30	AB
		Volunteers & Personnel	May 30	AB
		Finance & Budget	Jun 30	AB
		Legal	On-going	AB
		Insurance	Jun 01	AB
		Wrap-up & Evaluation	Jul 30	AB
		OPERATIONS		
		Medical Services	Jun 30	AB
		Communications	May 15	AB
		Box Office/Tkt Operations	N/A	AB
		Facilities & Equipment	May 30	AB
		Security & Emergency/Proceed	May 30	AB
		Parking	May 30	AB
		Concessions	May 30	AB
		Food Services	May 30	AB
		Refuse/Sanitation	Jun 15	AB
		Transportation	May 30	AB
		Programmes	May 30	AB
		Accommodations	May 30	AB
		Signage	May 30	AB
		Warehousing	May 30	AB
		SPECIAL SERVICES		
		Handicap Services		AB
		(Washrooms & Food)	May 30	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

HOSPITALITY	
Ceremonies & Protocol	AB
Spectator & Performer Services	AB
Entertainment	AB
Awards & Gifts	AB

PUBLIC RELATIONS & MARKETING

Media & Public Relations	On-going	AB
Sponsorship	On-going	AB
Promotions	On-going	AB
Social Service Organizations	May 30	AB
Logos, Graphics & Design Program	Mar 30	AB

TECHNICAL SERVICES

• Recruit personnel to coordinate each technical services area	May 30	AB
• Define clearly roles, responsibilities & authority of each Coordinator/Committee	May 30	AB
• Assist Pier Captains in overall planning for ea area	On-going	AB
• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities		
• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
2.	MEDIA PROGRAM	- Media Plan	Jan 01	Joe
3.	BROCHURE DEVELOPMENT - Updates	Festival & Events		Joe
		- dining guide revisions/print	Jul 29	JHC
		- accomod. guide revision	Apr 29	JHC
		- Group Planners Guide (GPG)	Jul 30	JF/AB
		- Maintain GPG mailing list	Ongoing	JF
4.	VIDEO UPDATE	- Revised Version	n/a	JF/AB
5.	SCHED SALES BLITZ	Toronto promotion - June 23		
		- Find suitable location	complete	JF/EB
		- Invitation List	Apr 30	JF/EB
		- Invitation design	May 5	JF/EB
		- Suppliers invitation & cost-share info	May 5	JF/EB
		- Execute Promo	Jun 23	ALL
		Michigan Festival Country Group Promo - Aug 31		JF
		Festival Country Multi-Region Promo - Aug 31		
		In conjunction with FC's group tour partners		
		- plan date, location(s) & format	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

6.	FAM TOURS	Prospect Ont. - post convention	Feb 11/94	
		- Plan	Complete	JF
		- Execute	Complete	JF
Rendezvous Canada - pre-convention tours X 2 May 13/14/16				
		- Work with tour operators		
		develop itinerary - Jan.	Complete	JF
		- Determine fam souvenirs - Feb	Complete	JF
		- Escort fam for duration	May 13-16	JF
Lilac Fam - May 26				
		- Plan format	Complete	JF
		- MCTR funding	Complete	JF
		- Invitation List	Early Apr	JF
		- Invitation design	Early Apr	JF
		- execute fam	May 26	JF
Tattoo - June 04				
		- plan format	Apr	JF
		- design invitation	Apr	JF
		- execute fam	Jun 04	JF
Travel Writer: Buffalo Family				
		- design itinerary	Apr 4-6	
		- make reservations	Complete	JF
		- follow up	Complete	JF
			Complete	JF
WBA Fam - TENTATIVE - August 4 -14				
				JF
Multi-Region Festivals Fam - TENTATIVE Summer				
				JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
7.	MARKETPLACES/TRADESHOWS	- London Free Press - Theatre in Ont-Toronto Feb 4/5 - Boston Promo - Prospect Ontario Feb 8-10 - Cdn Cons show-Rochester - Toronto Tvl Leisure Apr 22 - Rendezvous Canada - Ont Marketplace - Ham. Spectator Tvl Show co-op - Ont. Motorcoach Assn - Bievvenue Quebec - American Bus Assn	Apr 25-27 Complete Complete Complete Complete Complete May 17-20 TBD Sep 9-11 Oct 17-20 Oct 25-27 Dec 4-9	JHC JF JF JF JF JHC JF JF JF JOE
8.	SALES DEVELOPMENT	- Mohawk College/Sheraton/ Japanese Educational Program - Develop itineraries for N.American and Europe - ABA Mktplace regist. desk - Step on Guide requests - liaise with guides - send confirmations - monitor guide expenses	May Complete Dec 4 Ongoing	JF JF JF JF
9.	NEW MARKET DEVELOPMENT	- meet with enviro companies, outdoor tourism product providers - Develop liaison with new partners - Develop Eco-Tourism Itineraries & promo opportunities, ie, fams, sales calls, mktplaces, direct mail - Native Tours/Outdoor Advent.	Ongoing Ongoing Ongoing Ongoing	JF JF JF JF AB
10.	TOURISM STUDY - IMG			

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u>				
1.	INFO CENTRES	<ul style="list-style-type: none"> - order Ministry publications for the summer season for TIC's - design appropriate recording chart(s) for statistics - make preparations for opening Fifty Road T.I.C. Jun 1 - make preparations for opening RBG and ALS T.I.C. for Jun 5 - research the potential for selling merchandise at the T.I.C's - Report to ED&P Committee - needs assessment survey for selling merchandise - operating of Downtown Centre - report visitor inquiry stats - answering of inquiries - close 50 Rd, RBG & ALS - student evaluations - report on 50 Road T.I.C. 	Jan/Complete Ongoing Apr 29 May 27 Complete Apr 28 Complete ongoing ongoing ongoing Sep 9 Sep 5 Sep 30	JHC JHC JHC JHC JHC/AB JPF JHC JHC JHC JHC JHC JHC JHC/JOE
	Souvenirs			
	Liaison	<ul style="list-style-type: none"> - Continual liaison with local tourism industry - meet with reps re promo suggestions - brain storm sessions re new promo packages - joint promo ventures with MCTR & neighbouring Regions - liaison with OTEC re tourism presentations 	Ongoing Ongoing	JF JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u> Continued...				
2.	LADY HAMILTONS	<ul style="list-style-type: none"> - attend Lady Hamilton Executive ongoing meetings, 1st Tue afternoon each month - assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings - prepare training session for working at TIC - L.H. training sessions 	<p>ongoing</p> <p>ongoing</p> <p>Aug 26</p> <p>Sep 16</p>	<p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p>
3.	STUDENTS/CEIC	<ul style="list-style-type: none"> CEIC Application - design program, - quotes from teachers & supplier CEIC Hiring CEIC Program CEIC Finish Summer Student (Mar 18) Summer Student Finishing - interview and hire staff for Fifty Road TIC - prepare work schedule for Fifty Road Info Centre for May - interview summer students - prepare Jun training for summer Travel Counsellors - direct, monitor & evaluate Hill Park co-op student (no student this semester) - run training for summer staff - Open RBG & ALS TIC's 	<p>Mar 30</p> <p>May 01</p> <p>May 94</p> <p>Complete</p> <p>Sep 08</p> <p>Apr 29</p> <p>Apr 29</p> <p>May 20</p> <p>May 27</p> <p>June</p> <p>Jun 03</p> <p>Jun 04</p>	<p>AB</p> <p>AB</p> <p>AB</p> <p>AB/JHC</p> <p>AB/JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u> Continued...				
STUDENTS/CEIC (CONT'D)				
		- CEIC student - activities/projects Mohawk Tourism student (Feb 28-Mar 11) - coordinate work sched for 2 wks practical exp.	Oct 94 Oct 94 Complete	AB JF
4.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country - distribute Celebrate'94 broch. - compiling delivery & mailing lists for publications - deliver & mail brochure request - stock local brochure racks at hotels & attractions - deliver brochures to Reg'l TIC - CTM (Brochure Dist. Co.) to Southern Ont & Boarder States	May 27 May 27 ongoing ongoing ongoing ongoing May 9	JHC JHC JHC JHC JHC JF/AB
5.	INFORMATION TABLES	- stock info tables at conv's & special events - staff info tables when LH's are not available - Arrange for info tables at area attractions as req'd	ongoing ongoing Ongoing	JHC JHC JHC
6.	STATISTICAL RECORDING & ANALYSIS	- Inform industry on changes (Jan 1) to recording format & why - monitor industry for return of information - Compile monthly statistics	Complete Monthly Monthly	AB AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u> Continued...				
		<ul style="list-style-type: none"> • general attendance - attractions • general attendance - major festivals • general attendance - entertainment • motorcoach tours - individual destinations • motorcoach tours - a) room nights 	Ongoing	AB
		Day trips:	Ongoing	AB
		<ul style="list-style-type: none"> • motorcoach tours - restaurants • tourism centres • 1-800 number 	Ongoing	AB
7. DATABASE CREATION				
		<ul style="list-style-type: none"> - compiling visitors inquiries - statistical comparison visitor inquiries '89 to present 	ongoing	JHC
		<ul style="list-style-type: none"> - Research best program for dual purposes: Events/Tour Ops - Purchase or create program - Input data - Maintain database 	ongoing	JHC
			Complete	JF/AB
			May	JF/AB
			Aug	JF/AB
			Ongoing	JF/AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>LOCAL AWARENESS</u>				
1.	AWARENESS WEEK	Tourism Awareness Week Present Hosp Industry Awards	On Hold	Joe
2.	MEDIA	Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information Deliver to Spec-Tel Monitor line Compile Spec-tel Statistics	Monthly Monthly On-going Monthly	AB AB AB AB
4.	EVENT BROCHURE	Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Jul-Dec 94 Distribute publication Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Dec-Jun 95 Distribute publication	Complete May 15 May 30 Jun 01 Jun 15 Oct 01 Oct 15 Oct 30 Nov 01 Nov 15	AB AB AB AB AB/JHC AB AB AB AB AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Environmental Cmte	Monthly	AB
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Tourism Update Committee	Monthly	AB/CK/JF
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	June 8	AB/Joe
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountain Bike Race	Ongoing	AB
		-McQueston Cultural Gardens	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Dragon Boat Races	Ongoing	AB
		-Chinese Festival	Ongoing	AB
		-IMG	Ongoing	AB
		-Figure Skating	Ongoing	AB
		- Hosp. & Tourism Sub-Cmte	Ongoing	AB
		- High Schools Tourism/Career Presentations	ongoing	NY
		- MCTR - Japanese Mktg	Ongoing	JF
		- Festival Country:	Ongoing	JF
		-Counsellor Program Feb 22	Complete	JF/JHC
		-Consumer Committee	Ongoing	JF
		-Group Tour Committee	Ongoing	JF
		-Mum Show Committee	Ongoing	JHC
		-CPRA - Hamilton Presentation	*	AB/EB
		- Mohawk/Sheraton/Japanese Brochure Dev. Committee	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
		FESTIVALS ONTARIO CONFERENCE		
		- Chairperson (Jan 1)	Complete	AB
		- Strike Committee (Jan 1)	Complete	AB
		- Design Program (Feb 1)	Complete	AB
7.		FOREIGN MARKET		
-	Japan	Marketplace	n/a	JF/Joe/AB
-	England	Sales/Marketplace	n/a	JF/Joe/AB
-	Germany	Sales/Co-op	n/a	JF/Joe/AB
8.		PROMOTIONAL ITEMS		
		- determine qty & cost	Complete	JF/AB/DK/EB
		- 3 tenders requested	Complete	JF/DK/EB
		- final delivery date (all)	Mid May	JF/EB
		- Japanese Marketing Seminar	Apr 27	JF
		- Ec Dev Diploma Program	May 10	AB
9.		PROFESSIONAL DEVELOPMENT		
		- NTA Mktg Seminar & Round Table discussion	Feb 22-24	JF/AB
		- Japanese Marketing Seminar	Apr 27	JF
10.		BOOTH/DISPLAY UPDATES - June 94		
		- Meet with photographers re enlarged photos for display	Jun	JF/EB/DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>REVENUE GENERATING</u>				
TATTOO June 5		- Distribute flyers	Complete	AH
		- Distribute contracts	Complete	AH
		- Contract deadline	May 23	AH
		- Order coaches	Ongoing	AH
		- Deliver Tkts & programmes	May 23-27	AH
		- Signage for coaches	May 16	AH
		- Deadline for collecting rev.	May 16	AH
		- Wrap up & evaluation	Jun 30	
SCOTTISH FESTIVAL May 22-29		- Overseas Package	Ongoing	AH
		- Hosting Sports Writers	May 22-29	AH
		- Bus packages	Ongoing	AH
FIRE CHIEFS July 30 - Aug. 4		- Distribute flyers	Complete	AH
		- Distribute contracts	Complete	AH
		- Contract deadline	Jun 30	AH
		- Order coaches	Ongoing	AH
		- Deadline for collecting rev.	Jun 30	AH
CHILDREN'S INTERN'L GAMES - Distribute flyers June 13-19		- Distribute Contracts	Complete	AH
		- Contract deadline	Complete	AH
		- Order coaches	May 15	AH
		- Deadline for collecting rev.	Ongoing	AH
			May 15	AH
TOUCH FOOTBALL June 3-5		- Shuttle Service	Jun 4-5	AH
ALBA CEILIDH CLUB June 2-10		- Hosting Director & Wife Re: Package Tour 150-200 people in June 1995	Jun 2-10	AH

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PROGRAM	TASK	DESCRIPTION	DATE	STAFF
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PUBLIC AWARENESS

1.	MEDIA	- Plan		Joe/EB
2.	PRESENTATIONS	- service groups - charitable organizations & associations - sports groups, local shopping centres		WD/NY WD/NY
3.	DIRECT SALES	- local hospitals, educational facilities - associations - service groups - sports administrators - Establish Local Data Bank - form produced & system est. - report system & mailing list to Industry Partners	Ongoing Ongoing Ongoing	WD/NY WD WD/NY WD/NY WD/NY WD/NY
4.	LOCAL AWARENESS CAMPAIGN	- Explore partnership opport.'s with local media - Develop & approve local media campaign - Decide most effective time to launch campaign - Organize sectoral sales receptions: 1) Medical - determine date, venue theme and participants - coordinate invite list with Hospitality Partners - decide menu, entertainment, speakers - complete agenda, format, speeches - follow up	Ongoing Ongoing June May 26 Complete	EB EB/Joe EB EB EB EB EB EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS CAMPAIGN Sectorial Sales Receptions Cont'd				
	2) Sport & Event		Sept	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- follow up			EB
	3) Associations & Non-profit		Oct	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- follow up			EB
	4) Education		Nov	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- Reception			EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION SALES</u>				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY
		- entertain possible repeat clients	On-going	EB/WD
		- Telemarketing Cold Calls	On-going	WD/EB/NY
		- Respond to local leads	On-going	WD/EB/NY
		- Scheduled Sales Calls	On-going	WD/EB/NY
		- Site Inspections	On-going	WD/EB/NY
		- Bid Presentations & Preparations	On-going	WD/EB/NY
2.	RECEPTIONS			
		- Organize Ottawa Sales Receptions		EB
		- Sport & Fitness Admin Centre	Feb 14	EB
		- Assn & Gov & Mtg Planners	Feb 15	WD/JF
		- execute above receptions	Complete	
		T.O. Promotion		
		- plan & execute	Jun 23	JF/EB
		- Find suitable location	Complete	JF/EB
		- Invitation List	Apr 30	JF/EB
		- Invitation design	May 5	JF/EB
		- Suppliers invitation & cost-share info	May 5	JF/EB
		- Execute Promo	Jun 23	JF/EB/AB/WD/NY

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	MARKETPLACES/TRADESHOWS			
		RCMA -Chicago	Complete	EB
		OCVA - Toronto	Apr 26	NY
		CSAE - Ottawa		
		- determine coop partners(Mar 15)	Complete	EB/Joe
		- secure space allocation	Complete	EB
		- select theme & source	May	
		- determine booth construction & transportation arrangements	May	
		- discuss set up & tear down	June	EB
		- develop direct mail piece	June	EB
		- determine clothing for booth	June	EB
		- sponsorship of 1st Timer's Breakfast	TBD	EB
		- arrange meal, invitees, partners	TBD	EB
		- lead follow up tradeshow	Aug	WD
		- invoice partners	Aug	WD
4.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB/Joe
		- administer reserv of ad space	Ongoing	EB
		- liaise with Ad agency	Ongoing	EB/Joe
		- liaise " Ad agency re Billboard	Ongoing	DK
5.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	EB/AB/DK
		- Conv Services Brochure,	TBD	DK/EB
6.	DIRECT MAIL PIECE			
		- continue follow up of Nov '93 direct mail campaign		WD/NY
		- continue to distribute piece (Meeting Planners Guide) to those not yet on mailing list	Ongoing	WD/NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	GREATER HAMILTON SPORTS CORPORATION LIAISON	<ul style="list-style-type: none">- meet with Don Bowman to attract sporting events to GH facilities, strategic approach- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	Complete	EB
			On-going	JOE
			On-going	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	HOUSING			
	American Foundrymen's Society			
		- Advise HtIs re room blocks	Complete	DK
		- Form sample sent to Planner	Complete	DK
		- Form Approval	Complete	DK
		- Form mailed to delegates by Planner	Complete	DK
		- Acknowledgement Cards Rec'd	Complete	DK
		- Forms rec'd & housing process in place	May	DK
	International Science & Eng Fair '95			
		- Advise HtIs re room blocks	Complete	DK
		- Receive contracts/prices-htIs/Mac Complete	Complete	DK
		- Provide housing report to Science Services @ Birmingham, AL	May '94	DK
		- Meet with Housing Counterpart	May '94	DK
		- Form sample sent to Planner	1995	DK
		- Form Approval	1995	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	CONVENTION BUILDING	<ul style="list-style-type: none"> - Cdn. Country Music Assoc. Calgary - Canadian Foundrymen's Society - Intern'l Science & Eng Fair Birmingham, AL - Cdn Chamber of Commerce Quebec City - Ont Tops Annual Convention Kingston - Kinsmen/Kinette Regina - Ont Municipal Social Services London 	Sep TBD May Sep Jun Aug Jun	DK/Joe DK DK/Joe Joe DK DK DK
4.	POST CONVENTION SURVEYS	<ul style="list-style-type: none"> - Follow up procedure 	Ongoing	DK
5.	VOLUNTEERS (Lady Hamiltons)	<ul style="list-style-type: none"> - Registrations, set-up & implementation, info tables, provide specific assistance - Set up info tables, brochures & oversee volunteers during - Set up training program - Motivational seminar - Attend monthly meeting - LH Appreciation Night out - LH Appreciation 	Ongoing Ongoing Nov Monthly Jun Jul	DK DK DK/JHC DK/JHC DK/JHC DK/JHC

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION ADMINISTRATION</u>				
1.	BID PRESENTATIONS (New Bids) <i>Updated Weekly...</i>	SEE ATTACHED - DATED: March 11, 1994		
2.	CONV. MARKETING COMMITTEE	- Meeting space, agenda, minutes, reports	Monthly	DK/EB/WD/NY
3.	CONVENTION DISPLAYS	<ul style="list-style-type: none"> - Maintain calendars for each - Est upgrade-INSTAND pop-up - Obtain approval from Mgr/Budget changes to structure - Ascertain Budget-TABLE TOP - Obtain Estimates - Provide ideas for pictures 	Ongoing Complete Complete Complete Complete	CK DK DK EB EB DK/JF/EB
4.	CONVENTION LIST UPDATE/STATISTICS	<ul style="list-style-type: none"> - Update 2 conv lists - Compile & maintain info on conventions booked - track # of delegates/spectators - Econ Impact after Convention - Econ Impact prior Convention being held for sourcing grants 	Ongoing weekly Ongoing Ongoing Ongoing	AP DK DK DK DK
5.	SALES MONITORING REPORTS	- Update report weekly & distribute/review	Ongoing	WD/EB/NY

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: March 15, 1994 - April 13, 1994

FINAL VERSION

Bids Submitted - Awaiting Response

CONTACTS	ORGANIZATION	BID SUBMISSION DATE	# OF DELEGATES	# OF HOTEL ROOMS	MEETING DATES		ANTICIPATED DECISION DATE	COMMENTS
					ARRIVAL	DEPARTURE		
Eileen/Nancy	Gideons International of Canada	31-Mar-93	800	600	29-Jun-97	02-Jul-97	03-May-94	decision to be made at the May 3 board meeting
	2nd set of dates for the above				06-Jul-97	09-Jul-97		
Ward/Vince	Ontario Marine Operators	03-Apr-93	400	300	Nov-95	Nov-95	30-Jun-94	Vince indicated that a decision to be reached in June
Eileen/Karen	Canadian Parks & Recreation Association	21-Apr-93	600	600	08-Aug-98	13-Aug-98	?	Karen awaiting response from Culture & Recreation Department
Eileen	First Annual Conference on Road Safety	01-May-93	200	100	not available	not available	15-May-94	Eileen awaiting response from local committee
Eileen/Nancy	Canadian Parking Association	04-May-93	400	400	Oct-97	Oct-97	12-May-94	Karen awaiting response from Association
Eileen/Ward	**Ontario Urban Transit Assoc. - Jun-1-93	01-Jun-93	250	150	Apr-95	Apr-95	?	still restructuring the conference format
Ward/Vince	National Assoc. of Mathematics Educators	02-Sep-93	600	200	29-May-96	01-Jun-96	?	Vince to advise
	2nd set of dates for the above				28-May-97	31-May-97		
Ward/Vince	Soil and Water Conservation Society	06-Oct-93	1200	550	24-Jul-97	30-Jul-97	24-Apr-94	Ontario Chapter to rank cities, final decision to be made by head office in Iowa
Eileen	Int Inst Peace through Tourism (Ont Workshop)	25-Nov-93	50	50	1995	1995	01-Nov-94	organizers to complete 1994 conference series before considering 1995
Ward	Canadian Association of Journalists	06-Dec-93	500	500	Nov-97	Nov-97	15-May-94	contact to be made at the April Conference
Ward/Vince	Aggregate Producers Assoc. of Ontario	11-Jan-94	350	200	28-Feb-96	02-Mar-96	15-Apr-94	Vince to advise
Eileen/Sal	Canadian Figure Skating Association	23-Feb-94	30000	1500	07-Jan-98	11-Jan-98	30-Jun-94	Sal awaiting decision from Ottawa
Eileen/Sal	Cdn. Precision Figure Skating Chmships	23-Feb-94	3000	750	05-Apr-96	07-Apr-96	30-Jun-94	Sal awaiting decision from Ottawa
Eileen/Ward	International Assoc. of Arson Investigators	03-Mar-94	500	400	11-May-97	16-May-97	30-Aug-94	Ward to present bid with local committee on April 30, 1994 - competition Las Vegas
Ward	Sto-Pitch Ontario Provincial Championships	11-Mar-94	5000	1200	25-Aug-95	27-Aug-95	15-Sep-94	decision to follow the 1994 Championship in September
	2nd weekend of tournament		5000	1200	01-Sep-95	03-Sep-95		
Eileen	Prospect Ontario	30-Mar-94	200	200	14-Feb-95	16-Feb-95	13-May-94	Impressed with Hamilton, although still viewing other sites

BIDS UPDATE: March 15, 1994 – April 13, 1994

•FINAL VERSION•

Bids Submitted - Awaiting Response

[illegible]

BIDS UPDATE: March 15, 1994 -- April 13, 1994

•FINAL VERSION•

Bids Submitted - Confirmed

[illegible]

BIDS UPDATE: March 15, 1994 – April 13, 1994

•FINAL VERSION•

Bids Submitted - Lost

[illegible]

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PROGRAM TASK DESCRIPTION COMPLETION DATE STAFF

TOURISM SALES Continued...

OPERATIONS

Medical Services (Mar 5)	C	AB
Communications (Mar 5)	C	AB
Box Office/Tkt Ops (Feb 1)	C	AB
Facilities & Equipment Apr 30	C	AB
Security & Emergency Apr 30	C	AB
Procedures (Jan 1)	C	AB
Parking Apr 30	C	AB
Concessions (Apr 30)	C	AB
Food Services (Apr 30)	C	AB
Refuse/Sanitation (Mar 5)	C	AB
Transportation (Apr 30)	C	AB
Programmes	C	AB
Accommodations (Apr 30)	C	AB
Signage (Apr 30)	C	AB
Warehousing (Apr 30)	C	AB

SPECIAL SERVICES

Handicap Services (Mar 5)	C	AB
(Washrooms & Food)		

HOSPITALITY (all Apr 30)

Ceremonies & Protocol	C	AB
Spectator & Performer	C	
Services	C	AB
Entertainment	C	AB
Awards & Gifts	C	AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING				
		Media & Public (Mar 5)	C	
		Relations	C	AB
		Sponsorship	C	AB
		Promotions	C	AB
		Social Service Organizations	C	AB
		Logos, Graphics & Design Program	C	AB

TECHNICAL SERVICES

		• Recruit personnel to Coordinate each technical Services Area (Jan 1)	C	AB
		• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	C	AB
		• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
		• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
		• Facilitate communication among other Divisions' personnel as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
	AQUAFEST '94	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure (Jan 1)	C	AB
		Bids, Proposals & Applications	C	AB
		Volunteers & Personnel	C	AB
		Finance & Budget	C	AB
		Legal	On-going	AB
		Insurance	C	AB
		Wrap-up & Evaluation	C	AB
		OPERATIONS		
		Medical Services	C	AB
		Communications (May 15)	C	AB
		Box Office/Tkt Operations	N/A	AB
		Facilities & Equipment	C	AB
		Security & Emergency/Proceed	C	AB
		Parking	C	AB
		Concessions	C	AB
		Food Services (May 30)	C	AB
		Refuse/Sanitation	C	AB
		Transportation	C	AB
		Programmes	C	AB
		Accommodations	C	AB
		Signage	C	AB
		Warehousing	C	AB
		SPECIAL SERVICES		
		Handicap Services		AB
		(Washrooms & Food)	C	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...**HOSPITALITY**

		Ceremonies & Protocol	C	AB
		Spectator & Performer Services	C	AB
		Entertainment	C	AB
		Awards & Gifts	C	AB

PUBLIC RELATIONS & MARKETING

		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	C	AB
		Logos, Graphics & Design		
		Program	C	AB

TECHNICAL SERVICES

		• Recruit personnel to coordinate each technical services area	C	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	C	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
2.	MEDIA PROGRAM	- Media Plan	C	Joe/AB
3.	BROCHURE DEVELOPMENT - Updates	Festival & Events		Joe/AB
		- dining guide revisions/print	C	JHC
		- accomod. guide revision	C	JHC
		- Group Planners Guide (GPG)	AUG 30	JF/AB/TS
		- Update GPG " "	C	JF
		- Maintain GPG mailing list	Ongoing	JF
4.	VIDEO UPDATE	- Revised Version	n/a	JF/AB
5.	SCHED SALES BLITZ	Toronto promotion - June 28		
		- Find suitable location	C	JF/EB
		- Invitation List (Apr 30)	C	JF/EB
		- Invitation design	C	JF/EB
		- Suppliers invitation & cost-share info (May 5)	C	JF/EB
		- Execute Promo	C	ALL
		Festival Country Promo, Southfield, MI - Aug 29-31		
		In conjunction with FC's group tour partners		
		- plan date, location(s) & format	C	JF
		- Execute promo	Aug 29-31	JF

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
6.	FAM TOURS	Prospect Ont. - post convention	Feb 11/94	
		- Plan	C	JF
		- Execute	C	JF
		Rendezvous Canada - pre-convention tours X 2 May 13/14/16		
		- Work with tour operators		
		develop itinerary - Jan.	C	JF
		- Determine fam souvenirs - Feb	C	JF
		- Escort fam for duration	C	JF
		Lilac Fam - May 26		
		- Plan format	C	JF/RBG
		- MCTR funding	C	JF/RBG
		- Invitation List	C	JF/RBG
		- Invitation design	C	JF/RBG
		- execute fam	C	JF/RBG
		Tattoo - June 04		
		- plan format (Apr)	C	JF
		- design invitation(Apr)	C	JF
		- execute fam	Jun 04	JF
		Travel Writer: Buffalo Family	Apr 4-6	
		- design itinerary	C	JF
		- make reservations	C	JF
		- follow up	C	JF
		WBA Fam - TENTATIVE - August 4 -14		JF
		Multi-Region Festivals Fam - TENTATIVE Summer		JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES Continued...</u>				
	FAM TOURS Cont'd	Victorian Christmas Fam - Nov. 18 - plan form - design invitation - Invitation list - fam souvenir - execute fam		JF
7. MARKETPLACES/TRADESHOWS				
		- London Free Press Apr 25	C	JHC
		- Theatre in Ont-Toronto Feb 4/5	C	JF
		- Boston Promo	C	JF
		- Prospect Ontario Feb 8-10	C	JF
		- Cdn Cons show-Rochester	C	JF
		- Toronto Tvl Leisure Apr 22	C	JHC
		- Rendezvous Canada May 17	C	JF
		- Ont Marketplace	Sep 18-20	JF
		- Ham. Spectator Tvl Show co-op	Cancelled	JHC
		- Ont. Motorcoach Assn	Oct 17-20	JF
		- Bienvenue Quebec	Oct 25-27	JF
		- American Bus Assn	Dec 4-9	JF
8. SALES DEVELOPMENT				
		- Mohawk College/Sheraton/ Japanese Educational Program	C	JF
		- plan press conf. to launch program	Fal	JF
		- Develop itineraries for N.American and Europe	C	JF
		- ABA Mktplace regist. desk	Dec 4	JF
		- Step on Guide requests	Ongoing	JF
		- liaison with guides		
		- send confirmations		
		- monitor guide expenses		
		- OMCA Marketplace Volunteer	Oct	JF

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
9.	NEW MARKET DEVELOPMENT	<ul style="list-style-type: none">- meet with enviro companies, outdoor tourism product providers- Develop liaison with new partners- Develop Eco-Tourism Itineraries & promo opportunities, ie, fams, sales calls, mktplaces, direct mail- Native Tours/Outdoor Advent.	Ongoing Ongoing Ongoing Ongoing Ongoing	JF JF JF JF AB
10.	TOURISM STUDY - IMG			

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u>				
1.	INFO CENTRES	<ul style="list-style-type: none"> - order Ministry publications for the summer season for TIC's - design appropriate recording chart(s) for statistics - make preparations for opening Fifty Road T.I.C. - make preparations for opening RBG and ALS T.I.C. for - research the potential for selling merchandise at the T.I.C's - Report to ED&P Committee - needs assessment survey for selling merchandise - operating of Downtown Centre - report visitor inquiry stats - answering of inquiries - close 50 Rd, RBG & ALS - student evaluations - report on 50 Road T.I.C. 	<p>C</p> <p>Ongoing</p> <p>C</p> <p>C</p> <p>C</p> <p>C</p> <p>Apr 28</p> <p>C</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>Sep 9</p> <p>Sep 5</p> <p>Sep 30</p>	<p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC/AB</p> <p>JPF</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC/JOE</p>
	Souvenirs			
	Liaison	<ul style="list-style-type: none"> - Continual liaison with local tourism industry - meet with reps re promo suggestions " - brain storm sessions re new promo packages - joint promo ventures with MCTR & neighbouring Regions - liaison with OTEC re tourism presentations 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>JF</p> <p>JF</p> <p>JF</p> <p>JF</p> <p>JF</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SERVICES Continued...

2.	LADY HAMILTONS	<ul style="list-style-type: none"> - attend Lady Hamilton Executive ongoing meetings, 1st Tue afternoon each month - assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings - prepare training session for working at TIC - L.H. training sessions 	<p>ongoing</p> <p>Aug 26 Sep 16</p>	<p>JHC</p> <p>JHC</p> <p>JHC JHC</p>
3.	STUDENTS/CEIC	<ul style="list-style-type: none"> CEIC Application (Mar 30) - design program, - quotes from teachers & supplier CEIC Hiring (May 01) CEIC Program CEIC Finish Summer Student (Mar 18) Summer Student Finishing - interview and hire staff for Fifty Road TIC - prepare work schedule for Fifty Road Info Centre for May - interview summer students - prepare Jun training for summer Travel Counsellors - direct, monitor & evaluate Bishop Ryan, Hill Park co-op student (no student this semester) - run training for summer staff - Open RBG & ALS TIC's 	<p>C</p> <p>C</p> <p>C</p> <p>C</p> <p>C</p> <p>Sep 08</p> <p>C</p> <p>C</p> <p>C</p> <p>C</p> <p>Jan '95</p> <p>C</p> <p>C</p>	<p>AB</p> <p>AB</p> <p>AB</p> <p>AB/JHC AB/JHC</p> <p>JHC</p> <p>JHC JHC</p> <p>JHC</p> <p>JHC JHC</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u> Continued...				
STUDENTS/CEIC (CONT'D)				
		- CEIC student	Oct 94	
		- activities/projects	Oct 94	AB
		Mohawk Tourism student (Feb 28-Mar 11)	C	
		- coordinate work sched for 2 wks practical exp.		JF
4.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country	C	JHC
		- distribute Celebrate'94 broch.	ongoing til Sep	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- deliver & mail brochure request	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	ongoing til Sep	JHC
		- CTM (Brochure Dist. Co.) to S. Ont & Boarder States	C	JF/AB
5.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JHC
6.	STATISTICAL RECORDING & ANALYSIS	- Inform industry on changes (Jan 1) to recording format & why	C	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SERVICES Continued...

- | | | | | |
|--|--|----------------------------------------------|---------|-----|
| | | • general attendance - attractions | Ongoing | AB |
| | | • general attendance - major festivals | Ongoing | AB |
| | | • general attendance - entertainment | Ongoing | AB |
| | | • motorcoach tours - individual destinations | Ongoing | AB |
| | | • motorcoach tours - a) room nights | Ongoing | AB |
| | | Day trips: | | |
| | | • motorcoach tours - restaurants | | |
| | | • tourism centres | | |
| | | • 1-800 number | | JHC |

- | | | | | |
|--|--|-----------------------------------------------------------|---------|-----|
| | | - compiling visitors inquiries | ongoing | JHC |
| | | - statistical comparison visitor inquiries '89 to present | ongoing | JHC |

7. DATABASE CREATION

- | | | | | |
|--|--|------------------------------------------------------------|---------|-------|
| | | - Research best program for dual purposes: Events/Tour Ops | C | JF/AB |
| | | - Purchase or create program | C | JF/AB |
| | | - Input data | Sep | JF/AB |
| | | - Maintain database | Ongoing | JF/AB |

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>LOCAL AWARENESS</u>				
1.	AWARENESS WEEK	Tourism Awareness Week Present Hosp Industry Awards	On Hold	Joe
2.	MEDIA	Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information Deliver to Spec-Tel Monitor line Compile Spec-tel Statistics	Monthly Monthly On-going Monthly	AB AB AB AB
4.	EVENT BROCHURE	Contact industry for event info Compile information (May 15) Desk-top publication(May 30) Print EVENT BOOK Jul-Dec 94 Distribute publication Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Dec-Jun 95 Distribute publication	C C C C C Oct 01 Oct 15 Oct 30 Nov 01 Nov 15	AB AB AB AB AB/JHC AB AB AB AB AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS	-Environmental Cmte	Monthly	AB
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Tourism Update Committee	Monthly	AB/CK/JF
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Ongoing	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountain Bike Race	Ongoing	AB
		-McQueston Cultural Gardens	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Dragon Boat Races Jul 23-24	Ongoing	AB
		-Chinese Festival	Ongoing	AB
		-IMG	Ongoing	AB
		-Figure Skating	Ongoing	AB
		-Festival Country B of D	Ongoing	AB
		-It's Your Festival Cmte	Ongoing	AB
		-Chamber of Commerce	Ongoing	AB
		Hosp. & Tourism Sub-Cmte	Ongoing	JF
		-High Schools Tourism/Career Presentations	Ongoing	JF
		-MCTR - Japanese Mktg	Ongoing	JF
		-Festival Country:		
		-Counsellor Program Feb 22	C	JF/JHC
		-TLC Committee	Ongoing	JF
		-Consumer Committee	Ongoing	JF
		-Group Tour Committee	Ongoing	JF
		-Mum Show Committee	Ongoing	JHC
		-CPRA - Hamilton Presentation	*	AB/EB
		-Mohawk/Sheraton/Japanese Brochure Dev Committee (May) Sep		JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	COMMITTEES/MEETINGS/ PRESENTATIONS Cont'd...			
		- Prospect Ont. Host Cmte	Feb/95	JF
		- OMCA Affiliates Cmte	Ongoing	JF
		- ABA Top 100 Events Cmte-6/3	C	JF
		- Ham. Sesquicentennial Cmte	Ongoing	JF
FESTIVALS ONTARIO CONFERENCE				
		- Chairperson (Jan 1)	C	AB
		- Strike Committee (Jan 1)	C	AB
		- Design Program (Feb 1)	C	AB
FOREIGN MARKET				
7.	Japan	Marketplace	n/a	JF/Joe/AB
-	England	Sales/Marketplace	n/a	JF/Joe/AB
-	Germany	Sales/Co-op	n/a	JF/Joe/AB
PROMOTIONAL ITEMS				
8.		- determine qty & cost	C	JF/AB/DK/EB
		- 3 tenders requested	C	JF/DK/EB
		- final delivery date (all)	C	JF/EB
PROFESSIONAL DEVELOPMENT				
9.		- NTA Mktg Seminar & Round Table discussion	Feb 22-24	JF/AB
		- Japanese Marketing Seminar	C	JF
		- Ec Dev Diploma Program	C	AB
		- Sustainable Dev Seminar	TBD	JF
BOOTH/DISPLAY UPDATES - June 94				
10.		- Meet with photographers re enlarged photos for display	C	EB/DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
REVENUE GENERATING				
TATTOO June 5/94		- Distribute flyers	C	AH
		- Distribute contracts	C	AH
		- Contract deadline	C	AH
		- Order coaches	C	AH
		- Deliver Tkts & programmes	C	AH
		- Signage for coaches	C	AH
		- Deadline for collecting rev.	C	AH
		- Wrap up & evaluation	C	
SCOTTISH FESTIVAL May 22-29/94		- Overseas Package	C	AH
		- Hosting Sports Writers	C	AH
		- Bus packages	C	AH
FIRE CHIEFS Jul 30 - Aug 4/94		- Distribute flyers	C	AH
		- Distribute contracts	C	AH
		- Contract deadline	C	AH
		- Order coaches	C	AH
		- Deadline for collecting rev.	C	AH
CHILDREN'S INTERN'L GAMES June 13-19/94		- Distribute flyers	C	AH
		- Distribute Contracts	C	AH
		- Contract deadline	C	AH
		- Order coaches	C	AH
		- Deadline for collecting rev.	C	AH
TOUCH FOOTBALL Jun 3-5		- Shuttle Service	C	AH
ALBA CEILIDH CLUB June 2-10/94		- Hosting Director & Wife	C	AH
		Re: Package Tour 150-200 people in June 1995		
GREATER HAM. NIGHT @ SKYDOME		- Organizing Coaches & Groups		AH

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
<u>PUBLIC AWARENESS</u>				
1.	MEDIA	- Plan		Joe/EB
2.	PRESENTATIONS	- service groups - charitable organizations & associations - sports groups, local shopping centres	Fall Fall	WD/NY WD/NY
3.	DIRECT SALES	- local hospitals, educational facilities - associations - service groups - sports administrators - Establish Local Data Bank - form produced & system est. - report system & mailing list to Industry Partners	Ongoing Ongoing	WD/NY WD/NY WD/NY WD/NY WD/NY WD/NY
4.	LOCAL AWARENESS CAMPAIGN	- Explore partnership opport.'s with local media - Develop & approve local media campaign - Decide most effective time to launch campaign - Organize sectoral sales receptions: 1) Medical (May 26) - determine date, venue theme and participants - coordinate invite list with Hospitality Partners - decide menu, entertainment, speakers - complete agenda, format, speeches - follow up	Ongoing Ongoing Fall '94 C C	EB EB/Joe EB EB EB EB EB

3.2 in

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS CAMPAIGN Sectorial Sales Receptions Cont'd				
		2) Sport, Event, Assoc. & Non Profit	Oct	Joe
		- determine date, venue theme and participants		Joe
		- coordinate invite list with & Hospitality Partners		Joe
		- decide menu, entertainment, speakers		Joe
		- complete agenda, format, speeches		Joe
		- follow up		Joe
		3) Education	Dec	Joe
		- determine date, venue theme and participants		Joe
		- coordinate invite list with & Hospitality Partners		Joe
		- decide menu, entertainment, speakers		Joe
		- complete agenda, format, speeches		Joe
		- Reception		Joe

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION SALES</u>				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY
		- entertain possible repeat clients	On-going	WD/NY
		- Telemarketing Cold Calls	On-going	WD/NY/CT
		- Respond to local leads	On-going	WD/NY/CT
		- Scheduled Sales Calls	On-going	WD/NY/CT
		- Site Inspections	On-going	WD/NY/CT
		- Bid Presentations & Preparations	On-going	WD/NY/CT
2.	RECEPTIONS			
		- Organize Ottawa Sales Receptions		EB
		- Sport & Fitness Admin Centre	C	EB
		- Assn & Gov & Mtg Planners	C	WD/Joe
		- execute above receptions	C	
		T.O. Promotion		
		- plan & execute		EB
		- Find suitable location	Jun 28	EB/WD
		- Invitation List	C	EB
		- Invitation design	C	EB
		- Suppliers invitation & cost-share info	C	EB
		- Execute Promo	C	EB/AB/WD/NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	MARKETPLACES/TRADESHOWS			
		RCMA - Chicago	C	EB
		OCVA - Toronto April 26	C	NY
		CSAE - Ottawa		
		- determine coop partners(Mar 15)	C	EB/Joe
		- secure space allocation	C	EB
		- select theme & source	Jun 3	WD/NY/Joe
		- determine booth construction & transportation arrangements	Jun 3	WD/NY/Joe
		- discuss set up & tear down	June	WD/NY
		- develop direct mail piece	June	WD/NY
		- determine clothing for booth	June	WD/NY
		- sponsorship of 1st Timer's Breakfast	TBD	WD/NY
		- arrange meal, invitees, partners	TBD	WD/NY
		- lead follow up tradeshow	Aug	WD/NY
		- invoice partners	Aug	WD/NY
4.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	C	Joe
		- administer reserv of ad space	Ongoing	EB
		- liaise with Ad agency	Ongoing	Joe
		- liaise " Ad agency re Billboard	Ongoing	DK
5.	BROCHURE DEVELOPMENT			
		- Convention Shell	C	EB/AB/DK
		- Conv Services Brochure,	TBD	DK
6.	DIRECT MAIL PIECE			
		- continue follow up of Nov '93 direct mail campaign		WD/NY/CT
		- continue to distribute piece (Meeting Planners Guide) to those not yet on mailing list	Ongoing	WD/NY/CT

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	GREATER HAMILTON SPORTS CORPORATION LIAISON	<ul style="list-style-type: none">- meet with Don Bowman to attract sporting events to GH facilities, strategic approach- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	<div>C</div> <div>On-going</div> <div>On-going</div>	<div>EB</div> <div>JOE</div> <div>WD</div>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	HOUSING			
	American Foundrymen's Society			
		- Advise HtIs re room blocks	C	DK
		- Form sample sent to Planner	C	DK
		- Form Approval	C	DK
		- Form mailed to delegates by Planner	C	DK
		- Acknowledgement Cards Rec'd	C	DK
		- Forms rec'd & housing process in place (May)	C	DK
	International Science & Eng Fair '95			
		- Advise HtIs re room blocks	C	DK
		- Receive contracts/prices-htIs/Mac	C	DK
		- Provide housing report to Science Services @ Birmingham, AL	C	DK
		- Meet with Housing Counterpart	C	DK
		- Reserve/block add'l rooms	Jun/Jul	DK
		- Form sample sent to Planner	1995	DK
		- Form Approval	1995	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	HOUSING CONT'D...	- Advise HtIs re room blocks	Sep 94	DK
		- Receive contracts/prices-htIs/Mac	Oct 94	DK
		- Meet with Conv. Planning Cmte	Oct 94	DK
		- Form sample sent to Planner	Oct 94	DK
		- Form Approval	Nov 94	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK
3.	CONVENTION BUILDING	- Ford World Curling Champ. Oberstdorf, Germany		WD
		- Cdn. Country Music Assoc. Calgary	Sep	DK
		- Intern'l Science & Eng Fair Birmingham, AL (May 10)	C	DK
		- Cdn Chamber of Commerce Quebec City	Sep	Joe
		- Ont Tops Annual Convention Kingston	C	DK
		- Kinsmen/Kinette Regina	Aug	DK
		- Ont Municipal Social Services London	C	DK
4.	POST CONVENTION SURVEYS	- Follow up procedure	Ongoing	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	VOLUNTEERS (Lady Hamiltons)	<ul style="list-style-type: none">- Registrations, set-up & implementation, info tables, provide specific assistance- Set up info tables, brochures & oversee volunteers during- Set up training program- Motivational seminar- Attend monthly meeting- LH Appreciation Night out- LH Appreciation	<div>Ongoing</div> <div>Ongoing</div> <div>Nov</div> <div>Monthly</div> <div>C</div> <div>Aug/Sep</div>	<div>DK</div> <div>DK</div> <div>DK/JHC</div> <div>DK/JHC</div> <div>DK/JHC</div> <div>DK/JHC</div>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION ADMINISTRATION</u>				
1.	BID PRESENTATIONS (New Bids) <i>Updated Weekly...</i>	SEE ATTACHED - DATED: July 26, 1994		
2.	CONV. MARKETING COMMITTEE	- Meeting space, agenda, minutes, reports	Monthly	DK/WD/NY/CT
3.	CONVENTION DISPLAYS	- Maintain calendars for each - Est upgrade-INSTAND pop-up - Obtain approval from Mgr/Budget changes to structure - Ascertain Budget-TABLE TOP - Obtain Estimates - Provide ideas for pictures	Ongoing C C C C C	CK DK DK EB EB DK/JF/EB
4.	CONVENTION LIST UPDATE/STATISTICS	- Update 2 conv lists - Compile & maintain info on conventions booked - track # of delegates/spectators - Econ Impact after Convention - Econ Impact prior Convention being held for sourcing grants	Ongoing weekly Ongoing Ongoing Ongoing	AP DK DK DK DK
5.	SALES MONITORING REPORTS	- Update report weekly & distribute/review/maintain	Ongoing	WD/NY/CT WD

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: June 6, 1994 - July 26, 1994

Work In Progress

Bids Submitted - Awaiting Response

CONTACTS	ORGANIZATION	BID SUBMISSION DATE	# OF DELEGATES	# OF HOTEL ROOMS	MEETING DATES		ANTICIPATED DECISION DATE	COMMENTS
					ARRIVAL	DEPARTURE		
Nancy	Gideons International of Canada	31-Mar-93	800	600	29-Jun-97	02-Jul-97	18-Sep-94	- September 18, 1994 is the National Cabinet Meeting, if Thunder Bay can not accommodate
	2nd set of dates for the above				06-Jul-97	09-Jul-97		then Hamilton & Ottawa will be considered
Ward	Ontario Marina Operators	03-Apr-93	400	300	Nov-95	Nov-95	?	- no decision has yet to been made
Eileen	Canadian Parks & Recreation Association	21-Apr-93	600	600	08-Aug-98	13-Aug-98	?	- awaiting response from Culture & Recreation Department
Eileen	First Annual Conference on Road Safety	01-May-93	200	100	not available	not available	?	- Eileen awaiting response from local committee
Nancy	Canadian Parking Association	04-May-93	400	400	Oct-97	Oct-97	?	- awaiting response from association
Ward	**Ontario Urban Transit Assoc. - Jun-1-93	01-Jun-93	250	150	Apr-95	Apr-95	?	- still restructuring the conference format
Ward	National Assoc. of Mathematics Educators	02-Sep-93	600	200	29-May-96	01-Jun-96	?	- no decision expected in the near future
	2nd set of dates for the above				28-May-97	31-May-97		
Ward	Soil and Water Conservation Society	06-Oct-93	1200	550	24-Jul-97	30-Jul-97	15-Aug-94	- decision still outstanding, Tim Kautza to send letter to Ward indicating timetable, and any
	2nd set of dates for the above				31-Jul-97	06-Aug-97		shortfalls in Hamilton's Bid Proposal
	3rd set of dates for the above				07-Aug-97	14-Aug-97		
Eileen	Int Inst Peace through Tourism (Ontario)	25-Nov-93	50	50	1995	1995	01-Nov-94	- organizers to complete 1994 conference series before considering 1995
Eileen	Canadian Association of Journalists	06-Dec-93	500	500	Nov-97	Nov-97	15-May-94	- contact to be made at the April Conference
Ward	Aggregate Producers Assoc. of Ontario	11-Jan-94	350	200	28-Feb-96	02-Mar-96	15-Jul-95	- London is Hamilton's only competitor
Eileen	Canadian Figure Skating Association	23-Feb-94	30000	1500	07-Jan-98	11-Jan-98	?	- awaiting decision from Ottawa
Eileen	Cdn. Precision Figure Skating Chmships	23-Feb-94	3000	750	05-Apr-96	07-Apr-96	?	- awaiting decision from Ottawa
Ward	International Assoc. of Arson Investigators	03-Mar-94	500	325	11-May-97	16-May-97	15-Nov-94	- site inspection set for July 26 - July 28, 1994, Las Vegas is the competition
Ward	Ontario Pharmacists Association	06-Apr-94	350	350	25-Apr-96	28-Apr-96	15-Aug-94	- awaiting decision

BIDS UPDATE: June 6, 1994 – July 26, 1994

Work In Progress

Bids Submitted - Awaiting Response

[illegible]

BIDS UPDATE: June 6, 1994 – July 26, 1994

Work In Progress

Bids Submitted - Confirmed

[illegible]

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: June 6, 1994 – July 26, 1994

Work In Progress

Bids Submitted - Lost

[illegible]

CA3 ON HW Q79

A35

1994

TOURISM AND CONVENTION ADVISORY BOARD

A G E N D A

Kathy Dieter
Hamilton Public Library
2nd Fl., 55 York Blvd.
Hamilton, Ontario L8R 3K1

DATE: Thursday, October 6, 1994
TIME: 8:30 o'clock a.m.
PLACE: 15th Floor Committee Room
Regional Offices

tou

1. GENERAL

- a) **Declarations of Interest** re: Municipal Conflict of Interest Act
- b) **Minutes** of the April 7, 1994 meeting of the Tourism and Convention Advisory Board.
- c) **Minutes** of the May 5, 1994 meeting of the Tourism and Convention Advisory Board.
- d) **Minutes** of the September 1, 1994 meeting of the Tourism and Convention Advisory Board.
- e) Business arising from previous Minutes

2. BUSINESS ITEMS**2.1 Tourism and Convention Advisory Board Final Report (ECO 94-074)**

- a) That the Marketing Plans for 1995 be reviewed by the Tourism and Convention Advisory Board prior to submission to the Economic Development and Planning Committee;
- b) That the Region of Hamilton-Wentworth reconsider its position on the establishment of a casino;
- c) That the revitalization of the downtown core remain a priority of the Region of Hamilton-Wentworth;

- d) That the Tourism and Convention section of the Economic Development Department continue to work with the Hamilton Entertainment and Convention Facilities Inc. (HECFI) in maximizing their efforts in attracting business;
- e) That the revolving fund remain at its original amount of \$200,000 for the 1995 Current Budget;
- f) That staff be requested to follow-up on the current status of the Queen Elizabeth Way Roadway Signing with the Ministry of Transportation, as approved by Regional Council at its meeting held on May 4, 1993 (Item 21 of Transportation Services Committee Report 5-93);
- g) That the Licensing Committee for the City of Hamilton be requested to address the decorum and training program of the taxi industry;
- h) That an investigation take place between the staff of the Economic Development Department on establishing non-stop transportation service from downtown Hamilton to Toronto Airport;
- i) That the Economic Development Department continue to make the attracting of provincial, national, and internal special events a priority for the Region of Hamilton-Wentworth;
- j) That the mandate and terms of reference for the Tourism and Convention Advisory Board, as approved by Regional Council in March 1994, be maintained.

2.2 For the Information of the Advisory Board

That the following items be received:

- a) **Correspondence** received from the Olivet Couples/Singles Club expressing their enjoyment of the 194 Tatoo Show.
- b) **Summary** prepared by Dilna Khory, Convention Services Co-ordinator, respecting her attendance at the International Science and Engineering Fair (ISEF) at Birmingham, AL, for the purpose of promoting Hamilton as the site of the ISEF to be held May 7-13, 1995.
- c) **Summary** prepared by Dilna Khory, Convention Services Co-ordinator, respecting her attendance at the TOPS (Take Off Pounds Sensibly) Provincial Recognition Days in Kingston, Ontario, for the purpose of promoting Hamilton as the site of the PRD TOPS Convention to be held June 1-3, 1995.

- d) **Summary** prepared by June Hannah-Cook, Travel Service Co-ordinator, respecting her attendance at the Toronto Travel & Leisure Show, for the purpose of promoting Greater hamilton's attractions, festivals, events and properties to consumers from the Toronto area.
- e) **Article** from the Wester New York Family Magazine, May 1994, entitled "A Month of Sundays"
- f) **Copy** of Tourism Work Plans - April 1994
- g) **Copy** of Conventions Work Plans - April 1994
- h) **Copy** of Tourism Work Plans - July 1994
- i) **Copy** of Conventions Work Plans - July 1994
- j) **Copy** of Tourism Work Plans - ending September 23, 1994
- k) **Copy** of Conventions Work Plans - ending September 23, 1994
- l) **Summary** of Tourist Centres to date, as of August 13, 1994
- m) **Greater Hamilton Tourism & Convention Services Bids Update:**
August 25, 1994 - September 28, 1994

3. SECTOR UPDATE

- a) **Hotels**
- b) **Attractions**
- c) **Transportation**
- d) **Food**
- e) **Arts and Entertainment**
- f) **Convention Facilities**
- g) **Labour**

4. OTHER BUSINESS

5. ADJOURNMENT

16

MINUTES OF THE TOURISM AND CONVENTION ADVISORY BOARD

The Tourism and Convention Advisory Board met on Thursday, April 7, 1994 at 8:30 o'clock a.m., in the 15th Floor Committee Room, Regional Offices. There was No Quorum present 30 minutes after the appointment time. The Committee Secretary recorded the names of those present, and the meeting stood adjourned.

Present:

D. Dailley, M. Robis

Absent with Regrets:

Chairman P. Mercanti

D. Bocker, B. Adamczyk, K. Gregg, J. Awad

Also Present:

Messr. J. Fardell

Mmes. N. Yarmel, L. Sohal

Chairman .

Secretary

MINUTES OF THE TOURISM AND CONVENTION ADVISORY BOARD

The Tourism and Convention Advisory Board met on Thursday, May 5, 1994 at 8:30 o'clock a.m., in the 15th Floor Committee Room, Regional Offices.

Present:

Chairman P. Mercanti
D. Bocker, K. Gregg, D. Dailley,
M. Robis, G. Macaluso, J. Awad

Absent with Regrets:

B. Adamczyk

Also Present:

Messrs. N. Catalano, J. Fardell
Mme. L. Sohal

1. GENERAL

- a) **Declarations of Interest re: Municipal Conflict of Interest Act: None.**
- b) **Minutes of the March 10, 1994 meeting of the Tourism and Convention Advisory Board.**

(Macaluso/Gregg) be received and adopted as presented.

CARRIED.

Chairman Mercanti introduced and welcomed Mr. M. Robis, as the recently appointed citizen member of the Advisory Committee, representing the Food Sector of the Tourism and Convention Industry.

Chairman Mercanti also welcomed Mr. Gabe Macaluso back to the Advisory Committee.

2. DELEGATION

2.1 Correspondence received from Mr. Graham Hymas, requesting to address the Tourism and Conventions Advisory Board respecting Proposed Sunday Street Market

Mr. Hymas addressed the Advisory Board and advised that he is a member of the International Village Business Improvement Area (BIA) and owns a store in that area. He has initiated the concept of a Hamilton Street Market to be held in the full downtown city core.

- The entire concept has been 100% fully supported, however the initial location has been an issue. Originally, the first proposed location was City Hall, appropriate because of its centralized location.

- Mr. Hymas has been in contact with Councillors Wm. McCulloch and M. Kiss and they are fully supportive of this concept.
- Generally, the stall holders are individuals owning stores in the downtown area. They intend to canvass store owners on King Street from Ottawa Street to Dundurn Road.

Mr. Hymas advised that Sunday, May 1, 1994 was the first Hamilton Street Market that was held and unfortunately was a bit of a letdown due to the rainy, cold and windy weather conditions. There were several store owners that didn't show up and 80% of them advised that it was due to the weather conditions. Perhaps, this concept should be initiated in June instead of May.

- The Hamilton Street Market will be a lighter version of the Buskingfest initiative of Bill Powell. Mr. Hymas anticipates having similar entertainers such as clowns, jugglers, fireaters, magicians etc. in attendance in the near future.
- The International Village BIA conducted a survey asking members of the public how they had heard about the Hamilton Street Market, and the majority of the respondents indicated from the newspaper. Several flyers were distributed, along King Street and dropped off at the Tourism offices.

Mr. Hymas advised that he was here today seeking the support of the Tourism and Convention Advisory Board and the Economic Development and Planning Committee. He also inquired about the possibility of any financial assistance, particularly through advertising.

- Various local store owners, craftsmen, promotional businesses and even members of the Tourism and Convention Advisory Board can utilize this market to promote their own respective businesses.
- The total cost for rental of a stall would be \$35 and an additional cost of \$7.50 for each table rented. Rental charges for stalls and tables are waived for any charitable organizations wishing to participate.

Mr. Hymas advised that he is attempting to establish a street market that doesn't usually happen in this area and that would attract tourists to the downtown core. His initial goal for the first year is to secure and promote the centralized location. Next year, he anticipates increased involvement and participation from representatives of the food and beverage industry.

Members of the Advisory Committee commended Mr. Hymas on his efforts to rejuvenate the downtown core and offered their support to continue with this venture.

Staff advised that Mr. Hymas would be invited to attend the Tourism Update Committees that they are involved with through the Economic Development Department.

3. BUSINESS ITEMS

3.1 1994 Market Plans (ECO 94-017)

(Brockner/Awad)

That Report ECO 94-017 be received.

CARRIED.

1996 Grey Cup Bid

Staff provided an overview of the current status of the 1996 Grey Cup Bid and advised that the Hamilton-Wentworth's bid was submitted last week to the Canadian Football League Board of Governors in Las Vegas. Staff indicated that our bid is up against Edmonton and Baltimore, but feel very confident about Hamilton-Wentworth's proposal. Baltimore is a new addition to the Canadian Football League with its recent addition of a football team. The downfall for Edmonton is that six out of the last seven Grey Cups have been held in the westcoast of Canada.

The next staff presentation will made on July 11, 1994, during the Hall of Fame Week with a theme of "Bring Back the Magic of Grey Cup in 1996". Staff advised that a Committee has been established that has been working on this bid for the last two months, and is comprised of Joe Fardell, Co-ordinator, representation from the Hamilton Tiger-Cat Football Club, a representative of the Transportation and Police Departments, the City of Hamilton, and the Region's advertising agency. The Committee is expected to expand as the work required for the presentation progresses. The Committee will be seeking ideas on marketing, and how we can sell this bid.

Conventions Local Awareness Campaign

Staff advised that members of the Economic Development Department have made presentations to Senior Management Team and other various staff groups encouraging staff to promote conventions to be held in the Hamilton-Wentworth area to any associations they may belong to.

Staff indicated that they would gather the necessary information and report back to the Advisory Committee on a possible recommendation to be forwarded to the Economic Development and Planning Committee and subsequently, Regional Council.

Market Plan Overview

Members of the Advisory Committee indicated that they felt that this was a solid plan and their only concern would be the success of implementation and how it could be measured. The Advisory Committee also advised that they were interested in knowing more about the Revolving Fund Account and where and how money is being dispensed from this account. Overall, staff were complimented on the structure of the report and its comprehensive layout.

Staff advised that they would report back in the feasibility of implementation of these programs and an overview of the Revolving Fund Account.

Mr. Bowman of the Sports Corporation will be asked at the next meeting to give an overview. Staff will follow-up on this issue.

3.2 For the Information of the Advisory Board

(Awad/Brockner)

That the following items be received:

- a) **Correspondence** received from the City of Etobicoke requesting support of its resolution respecting "Reduction in Provincial Tax for Tourism/Hospitality Industry"

(Macaluso/Awad)

That the Association of Municipalities of Ontario be advised that the Regional Municipality of Hamilton-Wentworth fully supports the concept of reduction in provincial tax for the tourism/hospitality industry.

CARRIED.

- b) **Copy of Tourism Work Plans - 1994**

- c) **Copy of Conventions Work Plans - 1994**

CARRIED.

4. ECONOMIC DEVELOPMENT & PLANNING COMMITTEE UPDATE

The Economic Development and Planning Committee, at its meeting held on Monday, March 28, 1994 approved the following recommendation from the Tourism and Convention Advisory Board's meeting of March 10, 1994:

Note: Please be advised that the following recommendations are subject to Regional Council approval, at its meeting of April 5, 1994.

Appointment to the Tourism and Conventions Advisory Board

That Mr. Michael Robis, owner of "Chester's Beers of the World" and "Finger's Bar and Grill", be appointed as the citizen representative from the food industry to the Tourism and Conventions Advisory Board.

New Business #1 Correspondence received from the Hamilton Entertainment and Convention Facilities Inc. (HECFI) advising of that Mr. Gabe Macaluso has been appointed as the representative on the Tourism and Convention Advisory Board, for the remainder of the term of council concluding in 1994.

(Dailley/Gregg)

That this item be received.

CARRIED.

New Business #2 Correspondence received from Mr. Phil King, President, Olynky, King and Duda Advertising Inc., offering his services as a "resource" member to the Tourism and Convention Advisory Board.

(Awad/Dailley)

a) That this item be received;

b) That staff be requested to forward correspondence to Mr. Phil King, advising that he is welcome to attend any of the meetings of the Tourism and Convention Advisory Board, as a member of the public.

CARRIED.

New Business #3 **Concerns expressed by Mr. J. Awad respecting HECFI pursuing private functions**

Mr. Awad addressed the Advisory Committee and expressed concerns respecting HECFI pursuing local private conventions, banquets, weddings and various other functions. Although, HECFI has been requested to refrain from instigating these types of functions in the past, they have continued to do so. Extreme frustration was expressed since it was believed that this issue is not within the mandate of the Hamilton Convention Centre, and its efforts should be focused on pursuing and hosting conventions in Hamilton-Wentworth.

(Chairman P. Mercanti and G. Macaluso declared a conflict of interest as they are both in the Convention industry)

Members of the Advisory Committee discussed a possible recommendation advising HECFI to refrain from soliciting local social events that should be pursued by local banquet facilities. General discussion took place and it was decided that everyone would seem to have a conflict of interest with this issue.

Chairman Mercanti requested the Legislative Assistant to inquire if this Advisory Board, within its mandate, can discuss this issue as it relates to the Hamilton Convention Centre.

5. SECTOR UPDATE

- a) Hotels
- b) Attractions
- c) Transportation
- d) Food
- e) Arts and Entertainment
- f) Convention Facilities
- g) Labour

6. OTHER BUSINESS

Next meeting: Thursday, June 2, 1994 - 8:30 a.m.

Location: 15th Floor Committee Room
Regional Offices

It was decided that the July 7, 1994 meeting will take place at the African Lion Safari.

7. ADJOURNMENT

On motion (Macaluso/Michael) the Advisory Committee adjourned at 11:25 a.m.

CARRIED.

Chairman

Secretary

MINUTES OF THE TOURISM AND CONVENTION ADVISORY BOARD

The Tourism and Convention Advisory Board met on Thursday, September 1, 1994 at 8:30 o'clock a.m., 15th Floor Committee Room, Regional Offices.

Present: K. Gregg, G. Macaluso

Absent with Regrets: Chairman P. Mercanti
M. Robis, D. Brocker, J. Awad, D. Dailley

A quorum was not present at the appointed time of the meeting. However, the members of the Advisory Committee agreed to allow the delegation to make their presentation.

2. DELEGATION

2.1 Correspondence addressed to Ms. Susan Rosenblatt, Stanley Cooper Travel, inviting her to attend the Tourism and Convention Advisory Board meeting to address the Fair Exchange issue.

Ms. Rosenblatt addressed the Advisory Board and provided some background to the issue of Fair Exchange.

- Ms. Rosenblatt advised that she is the Chairperson for Travel and Tourism at the Chamber of Commerce.
- During 1986, the Chamber of Commerce suggested that the hospitality industry in Hamilton-Wentworth maintain their exchange rates within 5% of the rate being offered by the current bank rate.
- Over a period of time, several complaints were received by the Chamber of Commerce that indicated that several organizations were not adhering to the Fair Exchange Policy that had been established.
- Correspondence was forwarded to representatives of the hospitality industry reminding them to adhere to and maintain the established 5% range of Fair Exchange, which would be of great benefit to everyone in the industry.

Ms. Rosenblatt indicated that she was seeking suggestions on how the importance of a Fair Exchange Policy can be communicated to the hospitality industry and how it could be enforced. The following ideas were discussed:

- Correspondence be forwarded to the local Business Improvement Areas (BIA's) reiterating the Fair Exchange information.
- This information also be communicated to the various attractions within the Region.
- Communicating with the chartered banks and financial institutions in the area and establishing what types of international currencies they would not accept during international conventions and conferences.

3. BUSINESS ITEMS

3.1 Discussion Items for Final Report to the Economic Development and Planning Committee

- i) Review of Minutes for 1994
- ii) Key issues to be addressed i.e. Budget Reductions, Marketing Plan for 1994 and Recommendations for 1995

The members of the Advisory Committee decided that due to the time constraints respecting the remaining term of office for this board, it would be strongly advisable that the Chairman of the Advisory Board prepare a draft Final Report to be discussed at the next meeting.

Joe Fardell indicated that this information would be communicated to the Chairman and a draft Final Report would be forwarded to all members of the Advisory Board for a complete discussion at the October 6, 1994 meeting.

At 9:15 a.m., a quorum was not present, and the meeting stood adjourned.

Secretary

REGION OF HAMILTON-WENTWORTH**- RECOMMENDATION -****DRAFT**

DATE: 1994 September 27

REPORT TO: Chairman and Members
Economic Development and Planning Committee

FROM: Peter Mercanti
Chairman
Tourism and Convention Advisory Board

SUBJECT: Tourism and Convention Advisory Board Final Report (ECO 94-074)

RECOMMENDATION:

- a) That the Marketing Plans for 1995 be reviewed by the Tourism and Convention Advisory Board prior to submission to the Economic Development and Planning Committee;
- b) That the Region of Hamilton-Wentworth reconsider its position on the establishment of a casino;
- c) That the revitalization of the downtown core remain a priority of the Region of Hamilton-Wentworth;
- d) That the Tourism and Convention section of the Economic Development Department continue to work with the Hamilton Entertainment and Convention Facilities Inc. (HECFI) in maximizing their efforts in attracting business;
- e) That the revolving fund remain at its original amount of \$200,000 for the 1995 Current Budget;
- f) That staff be requested to follow-up on the current status of the Queen Elizabeth Way Roadway Signing with the Ministry of Transportation, as approved by Regional Council at its meeting held on May 4, 1993 (Item 21 of Transportation Services Committee Report 5-93);
- g) That the Licensing Committee for the City of Hamilton be requested to address the decorum and training program of the taxi industry;

- h) That an investigation take place between the staff of the Economic Development Department on establishing non-stop transportation service from downtown Hamilton to Toronto Airport;
- i) That the Economic Development Department continue to make the attracting of provincial, national, and internal special events a priority for the Region of Hamilton-Wentworth;
- j) That the mandate and terms of reference for the Tourism and Convention Advisory Board, as approved by Regional Council in March 1994, be maintained.

DRAFT

Peter Mercanti
Chairman
Tourism and Convention Advisory Board

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

N/A.

BACKGROUND:

Regional Council, at its meeting held on February 18, 1992, approved Item 13 of Economic Development and Planning Committee Report 3-92, which constituted the Tourism and Conventions Advisory Board. Citizen representatives were appointed by Regional Council from the following private sectors:

- a) Hotels
- b) Attractions
- c) Transportation
- d) Food
- e) Arts and Entertainment
- f) Convention Facilities
- g) Labour

The appointments to the Advisory Board would expire with the term of office of Regional Council. The Advisory Committee has prepared this Final Report and it is before the Economic Development and Planning Committee and Regional Council for their respectful consideration.

DRAFT

OVERVIEW

A) Food and Beverage

- The Tourism and Convention Advisory Board commenced its term at a time that the hospitality industry was suffering its worst downturn of recent history.
- The Hotel industry saw their room occupancies at the lowest levels with ownership of two hotels undergoing change as well as management and Toronto hotel prices dropping substantially.
- Convention and Tourism competition increased dramatically in the Region of Hamilton-Wentworth with the opening of the London Convention Facilities as well as the new casino in Windsor.

B) Transportation

Entrance signage to our Region was difficult for visitors coming and leaving. The overall appearance of the cities cab drivers and the lack of suitable airport transfers from Pearson combined with the under utilization of our Regional Airport are areas that have negatively impacted the convention and tourism buyers.

C) Special Events

Communication and coordination between various city and regional departments must be enhanced to ensure that major special events remain a priority of the Economic Development Department. Seed funding to encourage organizers to host events in our Region has always been underfinanced.

D) Economic Development Department Restructuring

The delay in filling the position of Director of Economic Development has been detrimental to the competitiveness of this community in a critical period of our economy.

DRAFT

ACTIONS TO DATE

A) Hotels in the Downtown Area

- i) New stable ownership and management. New owners have invested in Capital expenditures to upgrade.
- ii) The Mayors Downtown Task Force has been formed as well as interest from those seeking election or re-election.
- iii) The revitalization of the downtown core continues to be identified as a major area of concern.

Competition

- i) A closer working relationship with the Economic Development Department and the Hamilton Entertainment and Convention Facilities Inc. (HECFI) and eliminating the duplication of their efforts.
- ii) The Marketing Plan for both organizations is now being reviewed by each, jointly, in order to maximize its efforts in attracting business.
 - i.e. The development of the revolving fund and meeting free program as incentives.
- iii) Renewed team spirit and confidence is now visible and evident in the local hospitality industry.
- iv) It is very strongly felt that the tourism industry in Hamilton-Wentworth will be negatively affected because of the Windsor and the possible Toronto and Niagara Falls Casino projects.

B) Transportation

- i) Beautification of Boulevards;
- ii) Regional signage at the Main and Dundurn intersection;
- iii) Renewed Airport Plans: The Advisory Committee will continue to support the efforts of the Airport Management Board in attracting Regional, National and International carriers.
- iv) Awareness to taxi owners and operators of the need to present a professional image;

- v) The Engineering Department has advised that limited action has taken place on the signage work;
- vi) Airport transfers require further attention from downtown Hamilton to and from Toronto Airport.

C) Special Events

- i) The establishment of a co-ordinating body, such as the Special Events Action Team (SEAT), incorporating various Regional and City Departments to the Advisory Board is a positive step to encourage the process of hosting or staging special events.
- ii) The creation of the revolving fund has made many events possible that would otherwise have found alternate cities to stage their events.

D) Economic Development Department re-structuring

The appointment of a new Director has greatly enhanced the communication and direction between the hospitality sector and the department. Our new Director has quickly acknowledged the significance of the Tourism and Convention sector and is giving the much needed attention it requires.

DEACT

2-2a

50E
FYI

141 South Bend Road East,
Hamilton, Ontario.
L9A 2B5

June 6, 1994

Mr. Alistair B. Hamilton,
Tourism and Convention Services,
Economic Development Department,
P.O. Box 910,
Hamilton, Ontario.
L8N 3V9

Dear Alistair:

Just a little note to tell you how much we enjoyed the Tattoo on Saturday evening.

As you know, we took forty-eight people. Of these, twenty-three were single, elderly women. To have direct transportation to and from the Coliseum gave them the opportunity to enjoy a function that otherwise would have been impossible for them.

Everyone agreed that the show was delightful, and efficiently run. Our excellent seats contributed to our enjoyment, and including a program in the package was a good idea. We had time to peruse it before the show started.

Please let us know when the 1995 Tattoo is organized.

Again, our thanks.

Sincerely,

Lorna Kippen

Lorna Kippen, for the Olivet Couples/Singles Club.

INFO ITEM

2-2b

ECONOMIC DEVELOPMENT DEPARTMENT

MEMORANDUM

TO: Joe Fardell

YOUR FILE:

FROM:  Dilna Bhory
Convention Services Co-ordinator

OUR FILE: 547
PHONE: 546-2610

RE: Convention Building
International Science and Engineering
Fair - May 9-15
Birmingham, AL

DATE: May 19, 1994

I had the privilege of representing Greater Hamilton at the International Science and Engineering Fair at Birmingham, AL. The purpose of this visit was to promote Hamilton as the site of the ISEF to be held May 7-13, 1995. This is the first time in the 45 years of the organization's existence that the ISEF will be held outside the United States of America.

BACKGROUND

Science Service Inc. founded in 1921, as a non-profit corporation, conducts the International Science and Engineering Fair. Through its Youth Program and publication, Science Service strives to increase public understanding and appreciation of science, especially in young students. Science Service has included in its mission increasing scientific literacy among members of under represented groups.

PARTICIPATION

Approximately 914 students were chosen as Finalists to compete in the ISEF, representing approximately 24 countries. More than 250 Grand Awards in 14 categories, ie. Behaviour and Social Science, Biochemistry, Chemistry, Computer Science etc. are presented.

In addition to participating students, accompanying adults, family members approximately 1,000 Judges and corporate sponsors make up the mix of attendees at ISEF. Anticipated number in Hamilton 3,000+.

Sixteen members of the ISEF Hamilton Host Committee attended ISEF Birmingham in order to review and research various aspects of the Fair requirements.

A Hamilton booth was set-up, providing varied information, travel and transportation arrangements, hotels, Customs, etc. Weepils were a popular hit (as usual).

On Wednesday the ISEF Hamilton Chairman, Ed Domenichetti made a verbal and video presentation to Science Service staff members. City of Hamilton Mayor Bob Morrow and Mr. Manny Chetcuti, representing the Federal Government, were present and brought welcome remarks on behalf of the city of Hamilton and the Canadian Government respectively. This gesture added considerably to the credibility of the efforts of the Organizing Committee.

CONCLUSION

The International Science and Engineering Fair, May 7-13, 1995 will be one of the most significant events ever to be held in the Greater Hamilton area. Due to the fact that this will be the first time ever held out of the U.S.A. it is anticipated that the number of visitors will increase dramatically, thereby increasing the economic impact within the community. The Host Committee is committed and prepared to make Hamilton the best ISEF ever.

Attached are copies of

- a) Finalist list
- b) Program
- c) Tours

DK/ap

cc: Nick Catalano

INFO file

2-2c

ECONOMIC DEVELOPMENT DEPARTMENT

MEMORANDUM

TO: Joe Fardell
Manager
Tourism and Convention Services

YOUR FILE:

FROM: Dilna Khory
Convention Services Coordinator
Tourism and Convention Services

OUR FILE: 566
PHONE: 546-2610

SUBJECT: Convention Building
TOPS (Take Off Pounds Sensibly)
Provincial Recognition Days
June 2-4, 1994 - Kingston

DATE: June 8, 1994

I had the privilege of representing Greater Hamilton at the Provincial Recognition Days TOPS Convention in Kingston, Ontario. The purpose of this visit was to promote Hamilton as the site of the PRD TOPS Convention to be held June 1-3, 1995.

BACKGROUND

TOPS was founded in 1948 by 4 housewives. Headquarters is based in Milwaukee. Chapters are formed all across the country offering self-help motivation and a support system to members who wish to achieve their weight loss goals.

PARTICIPATION

Approximately 1,780 members of TOPS attended the PRD in Kingston. They came from all across Ontario utilizing 550 rooms in the city on the peak night which was on Friday, June 3, 1994.

The ceremonies and awards were held at the Kingston Memorial Centre.

A Hamilton booth was set-up providing information brochures and weepils to delegates. A great deal of interest was generated in visiting Hamilton, especially since their ceremonies and awards will be presented at Hamilton Place.

CONCLUSION

Our Division has offered this group assistance by way of

1. blocking additional hotel rooms
2. co-ordinating their hotel housing requirements
3. site inspection
4. participating in Host committee meetings
5. booking entertainment
6. registration, etc.

This will be the first major TOPS event to be held in Hamilton and with our efforts and support offered to them, I am sure they will return in the near future.



DK/ap

2-2d

TO: Joe Fardell
Manager
Tourism and Convention Services

FROM: June Hannah-Cook
Travel Service Co-ordinator
Tourism and Convention Services

**SUBJECT: TORONTO TRAVEL & LEISURE SHOW
APRIL 21-24**

LOCATION

Toronto International Centre, 6900 Airport Road, Mississauga

REASON FOR ATTENDANCE

To promote Greater Hamilton's attractions, festivals, events and properties to consumers from the Toronto area. The Toronto Travel & Leisure Show had approximately 400 exhibitors consisting of tourist boards, tour operators, and a collection of hotel, bus, airline and boat tour operators, as well travel insurance representatives, travel guide publishers and commercial sellers of clothing and travel items.

Over the three day consumer show there was a paid attendance of over 20,000.

BENEFITS

Participating in the Toronto Travel & Leisure Show gave Greater Hamilton the opportunity to display and distribute information promoting attractions, upcoming festivals and events. Consumers from the Metro Toronto area were mainly interested in summer festivals and events, bicycle paths and conservation areas. EcoTourism is becoming a very big and popular industry. Toronto is an excellent day trip market for Greater Hamilton.

Information about the Hamilton Airport was distributed. There was a lot of enquiries about what passenger flights leave from the airport. The US Air schedules went very quickly, at the close of the show Friday only one desk copy remained. Air Laurentian schedule information was also of interest as many consumers from the Toronto area were not aware of the flights leaving Hamilton Airport. This is a market that needs to be educated of what services, passenger and cargo flights, the Hamilton Airport presently provides and is capable of providing both to the consumer and businesses. Those enquiring about the Airport were given a business card and asked to contact Sylvia Renshaw, Airport Marketing Officer.

FOLLOW UP ACTIVITIES

There is information to be mailed to interested parties when it becomes available. Unfortunately at the time of the travel show printed material was not ready regarding summer events, the Celebrate brochure and the Event booklet (July-December). Creative Arts brochures advertising Buskingfest, Earthsong and Festival of Friends was supplied by Janine Sardo but in very limited numbers, 30 brochures for a show attended by 20,000.

DIRECT LEADS/POTENTIAL BENEFITS

Benefits from this marketplace will be evident by Toronto residents visiting the Greater Hamilton area on day trips to attend local festivals, events and tour attractions. Consumers visiting the booth also expressed interest in staying overnight if special hotel prices and packages existed.

RECOMMENDATIONS

Exhibiting at the Toronto Travel & Leisure Show next year is definitely recommended. Toronto area consumers showed a definite interest in attending Greater Hamilton's summer festivals such as Aquafest, Earthsong and Festival of Friends. Other popular literature to take next year, Air Show, Tiger Cats schedules, Royal Botanical Gardens and Ecotourism information such as conservation areas, and hiking and cycling paths. This year the Hamilton-Wentworth Conservation Authority also participated in the show. The table top displayed worked well but next year it is recommended to have SOHO attend the show at peak periods to assist getting consumers to the Greater Hamilton booth. Staffing should be considered as it is a long busy show for one person to work the booth for the entire weekend, Friday to Sunday. Ideally two staff should work the show.

Having the Celebrate brochure ready and available for distribution at the marketplace is a must! Without summer festivals and events information available, participating in next years show should be considered as to what benefits would be gained from the materials distributed. This day trip market at this time of the year is looking for ideas for the summer months, June to September.

cc: Janet Foster
Sylvia Renshaw
Anna Bradford

A Month of Sundays

by: Betsey Baun

This article is part one of a two month exploration into the Hamilton, Ontario area — we found so much to do, the adventure grew too big for one month. Watch for part two in the June issue.

Calling all travelers! Next time you're cruising north on the QEW, take a day or two or three (we could have used four or five) and explore a jewel of a city that shines night and day. It's a city most of us ignore as we head towards Toronto and beyond.

While most everybody we knew headed south over spring break, we slipped into Hamilton, Ontario for a couple of days. An indoor, two-story waterslide, a one hour drive from Buffalo and botanical gardens, coupled with only a few days to spare, attracted us to this fresh, vital, and friendly city (population: 306,400).

Downtown Hamilton is lovely and well planned for visitors. Streets, lined by old fashioned lampposts and banners, are neatly laid out in the heart of the city. One section of banners proclaimed an International Village. And true to the banners claim, all kinds of international shops and eateries dot the avenue. Hess Village, a one block street between King and Main, is famed for its galleries, specialty shops and international flavor.

Our downtown hotel was on King Street and just the kind of place we enjoy. The Royal Connaught was originally built in the 1930s. It has been refurbished, but has retained the understated, elegant charm one must have felt when they walked into the hotel 75 years ago. Our room was immense; two double beds, sofa (for four), matching chair, desk, and space. Evidently most of the rooms on the north and east wings are this large. Some rooms feature sofa beds for larger family groups; cribs and cots are offered at no additional charge. John and I appreciated the coffee maker provided for our morning's first caffeine jolt. During June, July and August the rate is only \$49.00 Canadian. (Parking is additional).

The pool, designed for serious splashing, features a 124' long, 2 story waterslide and whirlpool to the side. Saunas are in the respective gender changing rooms. Although the pool is only four feet at it's deepest, one lane for lap swimmers crosses down the middle. We found that the slide was great fun but we weren't enticed to spend hours hanging around the pool area. However, groups of children could probably spend the day.

We were inspired by the Royal Connaught's location amidst restaurants and shops on this wonderful European-like boulevard. Even walking around this enchanting city at night we felt very safe (the hotel staff assured us that our instincts were correct—it was safe, indeed).

Our first dinner found us strolling to Le Chinois, a Chinese restaurant with absolutely delicious food. (A children's plate is offered.) One day we had a German lunch 3 blocks away from the hotel at the Black Forest Inn. Excellent Wiener schnitzel! From the wonderful ethnic choices we found, to the doughnut shop or Golden Griddle behind the hotel, and with Wendy's close by, all budgets are easily accommodated. Our youngest gave up counting all the Tim Horton's...I guess we'll have to try one next time!

We regret not having enough time to explore downtown in greater detail. Walking the other direction we would have found many other attractions including: Jackson Square, a shopping mall with a Farmers Market on the second floor; Hamilton Place with its many cultural offerings; the Art Gallery of Hamilton; and the Canadian Football Hall of Fame and Museum.

Another area of the city not to be missed is Aberdeen Street and its side streets, where any serious house buff can challenge their "rubbernecking" skills. Located west of Main Street and south of Dundurn Street, the Aberdeen area is exquisitely loaded with fine homes that will insatiate any habitat aficionados. We're not proud, we drove through the area twice.

The Royal Botanical Gardens (RBG) was one of the reasons we went to Hamilton. Located on York Boulevard between Hamilton and Burlington, it was easy to find. Since our visit was during early spring and in rather damp weather, we indulged in the sights and smells of the indoor Mediterranean garden at the Center. But there are five outdoor areas and 30 miles of trails to this 2,700 acre botanical garden of which beckons this family's return during the months of May and June.

First, we'll have to return for the Lilac Festival from May 21st to 29th featuring five days of music, dance, children's performances, opera and musical theatre performed amidst the 800 varieties of fragrant lilacs in blossom at the Arboretum (Don't forget your picnic basket and cameras. 1 pm-4:30 pm). Hopefully some of the 125,000 bulbs will still be blooming at the Rock Garden Area. When the spring flowers loose their beauty in early June, the bulbs are removed and annuals planted for a show of spectacular color lasting until the first frost when the staff replants the bulbs in anticipation of the next spring.

The Laking Garden Area demands our second return trip during the first two weeks of June when 250,000 Irises bloom. From 1 to 4 pm the 5th and 12th of June the sounds of guitar and hammered dulcimer will fill the garden as visitors view the astounding color combinations that only Irises seem to own. Perhaps their unusual colors have something to do with their namesake, the Greek goddess of the rainbow. From Spring through Autumn the perennials in this garden area provide ideas for home gardeners.

Hendrie Park (The Rose Garden) is a combination rose garden and annuals trial site. Breeders submit new varieties to the RBG for independent test growing and evaluation. Roses, lilies, 250 clematis species, climbers and Espaliers, woodland and medicinal plants share this garden area.

As a botanical garden, the RBC is committed to research and education. In the fifth area, known as the Teaching Garden, herbs, edible ornamentals, new and old varieties are compared in trials, and micro-environments are for viewing.

Parking for the Gardens is free, admission fee in Canadian is \$4.25 for adults; Seniors and children 5 to 12, \$3.25; family (2 adults and dependent children), \$10.75. Gardens are open from 9:30 AM until 6 PM daily, the Mediterranean Garden closes at 5 PM.

In next month's column, we'll explore Dundurn Castle (Canada's largest restored Victorian Mansion), the Children's Museum, Tew's and Webster's Falls along the Bruce Trail and a few of the Hamilton treasures we have to check out on a return visit.

STAFF

DATE

DESCRIPTION

TASK

PROGRAM

TOURISM SALES1. CELEBRATE PROGRAM

Identify Markets	AB	Complete	
- Consumer Dec 93	AB	Complete	
- Travel Trade Dec 93			
Sell Concept to Partners	AB	Mar 30	
Design Visual Program			
- Brochures	AB	Apr 01	
Invoice Partners	AB	Complete	
Brochure Distribution	AB/JHC	Jun	
Design Ads for Newspaper, Radio	AB	Complete	
Economic Impact Study			
-terms of reference	AB	Complete	
-bids	AB	Complete	
- start of study	AB	Complete	
Plan Celebrate '95	AB	Sept	
Meetings	AB	Bi-weekly	
ADMINISTRATION:			
Organizational Structure	AB	Complete	
Bids, Proposals Applications	AB	Complete	
Volunteers & Personnel	AB	Complete	
Finance & Budget	AB	Complete	
Legal	AB	Ongoing	
Insurance	AB	Complete	
Wrap-up & Evaluation	AB	Jun 30	

TATTOO '94

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TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
		OPERATIONS		
		Medical Services (Mar 5)	Complete	AB
		Communications (Mar 5)	Complete	AB
		Box Office/Tkt Ops (Feb 1)	Complete	AB
		Facilities & Equipment	Apr 30	AB
		Security & Emergency	Apr 30	AB
		Procedures (Jan 1)	Complete	AB
		Parking	Apr 30	AB
		Concessions (Apr 30)	Complete	AB
		Food Services (Apr 30)	Complete	AB
		Refuse/Sanitation (Mar 5)	Complete	AB
		Transportation	Apr 30	AB
		Programmes	Apr 30	AB
		Accommodations (Apr 30)	Complete	AB
		Signage	Apr 30	AB
		Warehousing	Apr 30	AB
		SPECIAL SERVICES		
		Handicap Services (Mar 5)	Complete	AB
		(Washrooms & Food)		
		HOSPITALITY		
		Ceremonies & Protocol	Apr 30	AB
		Spectator & Performer	Apr 30	
		Services	Apr 30	AB
		Entertainment	Apr 30	AB
		Awards & Gifts	Apr 30	AB

COMPLETION
DATE

DESCRIPTION

TASK

PROGRAM

STAFF

TOURISM SALES Continued...

PUBLIC RELATIONS & MARKETING

Media & Public (Mar 5)	Complete	AB
Relations	"	AB
Sponsorship	"	AB
Promotions	"	AB
Social Service Organizations	"	AB
Logos, Graphics & Design	"	AB
Program	"	AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area (Jan 1)	Complete	AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	Complete	AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going	AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going	AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going	AB
• Facilitate communication among other Divisions' personnel as needed	On-going	AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

AQUAFEST '94	Meetings		Monthly	AB
	ADMINISTRATION			
	Organizational Structure (Jan 1)		Complete	AB
	Bids, Proposals & Applications		May 30	AB
	Volunteers & Personnel		May 30	AB
	Finance & Budget		Jun 30	AB
	Legal		On-going	AB
	Insurance		Jun 01	AB
	Wrap-up & Evaluation		Jul 30	AB
	OPERATIONS			
	Medical Services		Jun 30	AB
	Communications		May 15	AB
	Box Office/Tkt Operations		N/A	AB
	Facilities & Equipment		May 30	AB
	Security & Emergency/Proceed		May 30	AB
	Parking		May 30	AB
	Concessions		May 30	AB
	Food Services		May 30	AB
	Refuse/Sanitation		Jun 15	AB
	Transportation		May 30	AB
	Programmes		May 30	AB
	Accommodations		May 30	AB
	Signage		May 30	AB
	Warehousing		May 30	AB
	SPECIAL SERVICES			
	Handicap Services			AB
	(Washrooms & Food)		May 30	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

		HOSPITALITY		
		Ceremonies & Protocol	May 30	AB
		Spectator & Performer Services	"	AB
		Entertainment	"	AB
		Awards & Gifts	"	AB

		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	May 30	AB
		Logos, Graphics & Design Program	Mar 30	AB

		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	May 30	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	May 30	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities		
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB
			On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
2.	MEDIA PROGRAM	- Media Plan	Jan 01	Joe
3.	BROCHURE DEVELOPMENT - Updates	Festival & Events		Joe
		- dining guide revisions/print	Jul 29	JHC
		- accomod. guide revision	Apr 29	JHC
		- Group Planners Guide (GPG)	Jul 30	JF/AB
		- Maintain GPG mailing list	Ongoing	JF
4.	VIDEO UPDATE	- Revised Version	n/a	JF/AB
5.	SCHED SALES BLITZ	Toronto promotion - June 23		
		- Find suitable location	complete	JF/EB
		- Invitation List	Apr 30	JF/EB
		- Invitation design	May 5	JF/EB
		- Suppliers invitation & cost-share info	May 5	JF/EB
		- Execute Promo	Jun 23	ALL
		Michigan Festival Country Group Promo - Aug 31		JF
		Festival Country Multi-Region Promo - Aug 31		
		In conjunction with FC's group tour partners		
		- plan date, location(s) & format	Complete	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
6.	FAM TOURS	Prospect Ont. - post convention	Feb 11/94	
		- Plan	Complete	JF
		- Execute	Complete	JF
		Rendezvous Canada - pre-convention tours X 2	May 13/14/16	
		- Work with tour operators		
		develop itinerary - Jan.	Complete	JF
		- Determine fam souvenirs - Feb	Complete	JF
		- Escort fam for duration	May 13-16	JF
		Lilac Fam - May 26		
		- Plan format	Complete	JF
		- MCTR funding	Complete	JF
		- Invitation List	Early Apr	JF
		- Invitation design	Early Apr	JF
		- execute fam	May 26	JF
		Tattoo - June 04		
		- plan format	Apr	JF
		- design invitation	Apr	JF
		- execute fam	Jun 04	JF
		Travel Writer: Buffalo Family	Apr 4-6	
		- design itinerary	Complete	JF
		- make reservations	Complete	JF
		- follow up	Complete	JF
		WBA Fam - TENTATIVE - August 4 -14		JF
		Multi-Region Festivals Fam - TENTATIVE Summer		JF

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
7.	MARKETPLACES/TRADESHOWS	- London Free Press	Apr 25-27	JHC
		- Theatre in Ont-Toronto Feb 4/5	Complete	JF
		- Boston Promo	Complete	JF
		- Prospect Ontario Feb 8-10	Complete	JF
		- Cdn Cons show-Rochester	Complete	JF
		- Toronto Tvl Leisure Apr 22	Complete	JHC
		- Rendezvous Canada	May 17-20	JF
		- Ont Marketplace	TBD	JF
		- Ham. Spectator Tvl Show co-op	Sep 9-11	JHC
		- Ont. Motorcoach Assn	Oct 17-20	JF
		- Bievvenue Quebec	Oct 25-27	JF
		- American Bus Assn	Dec 4-9	JOE
8.	SALES DEVELOPMENT	- Mohawk College/Sheraton/ Japanese Educational Program	May	JF
		- Develop itineraries for N.American and Europe	Complete	JF
		- ABA Mktplace regist. desk	Dec 4	JF
		- Step on Guide requests	Ongoing	JF
		- liaise with guides		
		- send confirmations		
		- monitor guide expenses		
9.	NEW MARKET DEVELOPMENT	- meet with enviro companies, outdoor tourism product providers	Ongoing	JF
		- Develop liaison with new partners	Ongoing	JF
		- Develop Eco-Tourism Itineraries & promo opportunities, ie, fams, sales calls, mktplaces, direct mail	Ongoing	JF
		- Native Tours/Outdoor Advent.	Ongoing	AB
10.	TOURISM STUDY - IMG			

TOURISM SERVICES

1.	INFO CENTRES	<ul style="list-style-type: none"> - order Ministry publications for the summer season for TIC's - design appropriate recording chart(s) for statistics - make preparations for opening Fifty Road T.I.C. Jun 1 - make preparations for opening RBG and ALS T.I.C. for Jun 5 - research the potential for selling merchandise at the T.I.C's - Report to ED&P Committee - needs assessment survey for selling merchandise - operating of Downtown Centre - report visitor inquiry stats - answering of inquiries - close 50 Rd, RBG & ALS - student evaluations - report on 50 Road T.I.C. 	Jan/Complete Ongoing Apr 29 May 27 Complete Apr 28 Complete ongoing ongoing ongoing Sep 9 Sep 5 Sep 30	JHC JHC JHC JHC JHC/AB JPF JHC JHC JHC JHC JHC JHC JHC/JOE
	Souvenirs			
	Liaison	<ul style="list-style-type: none"> - Continual liaison with local tourism industry - meet with reps re promo suggestions - brain storm sessions re new promo packages - joint promo ventures with MCTR & neighbouring Regions - liaison with OTEC re tourism presentations 	Ongoing Ongoing	JF JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES Continued...</u>				
2.	LADY HAMILTONS	<ul style="list-style-type: none"> - attend Lady Hamilton Executive ongoing meetings, 1st Tue afternoon each month - assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings - prepare training session for working at TIC - L.H. training sessions 	<p>Aug 26 Sep 16</p>	<p>JHC JHC</p>
3.	STUDENTS/CEIC	<ul style="list-style-type: none"> CEIC Application - design program, - quotes from teachers & supplier CEIC Hiring CEIC Program CEIC Finish Summer Student (Mar 18) Summer Student Finishing - interview and hire staff for Fifty Road TIC - prepare work schedule for Fifty Road Info Centre for May - interview summer students - prepare Jun training for summer Travel Counsellors - direct, monitor & evaluate Hill Park co-op student (no student this semester) - run training for summer staff - Open RBG & ALS TIC's 	<p>Mar 30 May 01 May 94 Complete Sep 08 Apr 29 Apr 29 May 20 May 27 June Jun 03 Jun 04</p>	<p>AB AB AB AB/JHC AB/JHC JHC JHC JHC JHC JHC JHC JHC</p>

DESCRIPTION

TASK

PROGRAM

DATE

TOURISM SERVICES Continued...

STUDENTS/CEIC (CONT'D)

- CEIC student
- activities/projects
Mohawk Tourism student
(Feb 28-Mar 11)
- coordinate work sched
for 2 wks practical exp.

Oct 94
Oct 94

AB

Complete

JF

4. BROCHURE DISTRIB.

- make arrangements for
distribution through Festival
Country

May 27

JHC

- distribute Celebrate'94 broch.

May 27

JHC

- compiling delivery & mailing
lists for publications

ongoing

JHC

- deliver & mail brochure request

ongoing

JHC

- stock local brochure racks at
hotels & attractions

ongoing

JHC

- deliver brochures to Reg'l TIC

JHC

- CTM (Brochure Dist. Co.) to
Southern Ont & Boarder States

May 9

JF/AB

5. INFORMATION TABLES

- stock info tables at conv's
& special events

ongoing

JHC

- staff info tables when
LH's are not available

ongoing

JHC

- Arrange for info tables
at area attractions as req'd

Ongoing

JHC

6. STATISTICAL RECORDING
& ANALYSIS

- Inform industry on changes (Jan 1)
to recording format & why

Complete

AB

- monitor industry for return of
information

Monthly

AB

- Compile monthly statistics

Monthly

AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SERVICES Continued...

		• general attendance - attractions	Ongoing	AB
		• general attendance - major festivals	Ongoing	AB
		• general attendance - entertainment	Ongoing	AB
		• motorcoach tours - individual destinations	Ongoing	AB
		• motorcoach tours - a) room nights	Ongoing	AB
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		

7. DATABASE CREATION

		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC
		- Research best program for dual purposes: Events/Tour Ops	Complete	JF/AB
		- Purchase or create program	May	JF/AB
		- Input data	Aug	JF/AB
		- Maintain database	Ongoing	JF/AB

COMPLETION
DATE

STAFF

PROGRAM

TASK

DESCRIPTION

LOCAL AWARENESS

1.	AWARENESS WEEK	Tourism Awareness Week Present Hosp Industry Awards	On Hold	Joe
2.	MEDIA	Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information Deliver to Spec-Tel Monitor line Compile Spec-tel Statistics	Monthly Monthly On-going Monthly	AB AB AB AB
4.	EVENT BROCHURE	Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Jul-Dec 94 Distribute publication Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Dec-Jun 95 Distribute publication	Complete May 15 May 30 Jun 01 Jun 15 Oct 01 Oct 15 Oct 30 Nov 01 Nov 15	AB AB AB AB AB/JHC AB AB AB AB AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Environmental Cmte	Monthly	AB
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Tourism Update Committee	Monthly	AB/CK/JF
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	June 8	AB/Joe
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountain Bike Race	Ongoing	AB
		-McQueston Cultural Gardens	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Dragon Boat Races		AB
		-Chinese Festival	Ongoing	AB
		-IMG	Ongoing	AB
		-Figure Skating	Ongoing	AB
		-Hosp. & Tourism Sub-Cmte	Ongoing	AB
		-High Schools Tourism/Career Presentations	ongoing	NY
		- MCTR - Japanese Mktg	Ongoing	JF
		- Festival Country:	Ongoing	JF
		-Counsellor Program Feb 22	Complete	JF/JHC
		-Consumer Committee	Ongoing	JF
		-Group Tour Committee	Ongoing	JF
		-Mum Show Committee	Ongoing	JHC
		-CPRA - Hamilton Presentation	*	AB/EB
		- Mohawk/Sheraton/Japanese Brochure Dev. Committee	Ongoing	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
		FESTIVALS ONTARIO CONFERENCE		
		- Chairperson (Jan 1)	Complete	AB
		- Strike Committee (Jan 1)	Complete	AB
		- Design Program (Feb 1)	Complete	AB
7.		FOREIGN MARKET		
-	Japan	Marketplace	n/a	JF/Joe/AB
-	England	Sales/Marketplace	n/a	JF/Joe/AB
-	Germany	Sales/Co-op	n/a	JF/Joe/AB
8.		PROMOTIONAL ITEMS		
		- determine qty & cost	Complete	JF/AB/DK/EB
		- 3 tenders requested	Complete	JF/DK/EB
		- final delivery date (all)	Mid May	JF/EB
		- Japanese Marketing Seminar	Apr 27	JF
		- Ec Dev Diploma Program	May 10	AB
9.		PROFESSIONAL DEVELOPMENT		
		- NTA Mktg Seminar & Round Table discussion	Feb 22-24	JF/AB
		- Japanese Marketing Seminar	Apr 27	JF
10.		BOOTH/DISPLAY UPDATES - June 94		
		- Meet with photographers re enlarged photos for display	Jun	JF/EB/DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>REVENUE GENERATING</u>				
TATTOO June 5		- Distribute flyers	Complete	AH
		- Distribute contracts	Complete	AH
		- Contract deadline	May 23	AH
		- Order coaches	Ongoing	AH
		- Deliver Tkts & programmes	May 23-27	AH
		- Signage for coaches	May 16	AH
		- Deadline for collecting rev.	May 16	AH
		- Wrap up & evaluation	Jun 30	
SCOTTISH FESTIVAL May 22-29		- Overseas Package	Ongoing	AH
		- Hosting Sports Writers	May 22-29	AH
		- Bus packages	Ongoing	AH
FIRE CHIEFS July 30 - Aug. 4		- Distribute flyers	Complete	AH
		- Distribute contracts	Complete	AH
		- Contract deadline	Jun 30	AH
		- Order coaches	Ongoing	AH
		- Deadline for collecting rev.	Jun 30	AH
CHILDREN'S INTERN'L GAMES June 13-19		- Distribute flyers	Complete	AH
		- Distribute Contracts	Complete	AH
		- Contract deadline	May 15	AH
		- Order coaches	Ongoing	AH
		- Deadline for collecting rev.	May 15	AH
TOUCH FOOTBALL June 3-5		- Shuttle Service	Jun 4-5	AH
ALBA CEILIDH CLUB June 2-10		- Hosting Director & Wife	Jun 2-10	AH
		Re: Package Tour 150-200 people in June 1995		

PROGRAM TASK DESCRIPTION DATE STAFF

PUBLIC AWARENESS

1. MEDIA - Plan Joe/EB
2. PRESENTATIONS - service groups
- charitable organizations & associations WD/NY
- sports groups, local shopping centres WD/NY
3. DIRECT SALES - local hospitals, educational facilities WD/NY
- associations WD
- service groups Ongoing
- sports administrators Ongoing
- Establish Local Data Bank Ongoing
- form produced & system est. Ongoing
- report system & mailing list to Industry Partners Ongoing

LOCAL AWARENESS CAMPAIGN

4. LOCAL AWARENESS CAMPAIGN - Explore partnership opport.'s with local media EB
- Develop & approve local media campaign Ongoing
- Decide most effective time to launch campaign Ongoing
- Organize sectoral sales receptions: June
1) Medical May 26
- determine date, venue theme and participants EB
- coordinate invite list with Hospitality Partners EB
- decide menu, entertainment, speakers Complete
- complete agenda, format, speeches EB
- follow up EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS CAMPAIGN Sectorial Sales Receptions Cont'd				
	2) Sport & Event		Sept	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- follow up			EB
	3) Associations & Non-profit		Oct	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- follow up			EB
	4) Education		Nov	EB
	- determine date, venue theme and participants			EB
	- coordinate invite list with & Hospitality Partners			EB
	- decide menu, entertainment, speakers			EB
	- complete agenda, format, speeches			EB
	- Reception			EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION SALES</u>				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto	On-going	WD/NY
		- entertain possible repeat clients	On-going	EB/WD
		- Telemarketing Cold Calls	On-going	WD/EB/NY
		- Respond to local leads	On-going	WD/EB/NY
		- Scheduled Sales Calls	On-going	WD/EB/NY
		- Site Inspections	On-going	WD/EB/NY
		- Bid Presentations & Preparations	On-going	WD/EB/NY
2.	RECEPTIONS			
		- Organize Ottawa Sales Receptions		EB
		- Sport & Fitness Admin Centre	Feb 14	EB
		- Assn & Gov & Mtg Planners	Feb 15	WD/JF
		- execute above receptions	Complete	
		T.O. Promotion		
		- plan & execute	Jun 23	JF/EB
		- Find suitable location	Complete	JF/EB
		- Invitation List	Apr 30	JF/EB
		- Invitation design	May 5	JF/EB
		- Suppliers invitation & cost-share info	May 5	JF/EB
		- Execute Promo	Jun 23	JF/EB/AB/WD/NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	MARKETPLACES/TRADESHOWS			
		RCMA - Chicago	Complete	EB
		OCVA - Toronto	Apr 26	NY
		CSAE - Ottawa		
		- determine coop partners(Mar 15)	Complete	EB/Joe
		- secure space allocation	Complete	EB
		- select theme & source	May	
		- determine booth construction		
		& transportation arrangements	May	
		- discuss set up & tear down	June	EB
		- develop direct mail piece	June	EB
		- determine clothing for booth	June	EB
		- sponsorship of 1st Timer's Breakfast	TBD	EB
		- arrange meal, invitees, partners	TBD	EB
		- lead follow up tradeshow	Aug	WD
		- invoice partners	Aug	WD
4.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	Complete	EB/Joe
		- administer reserv of ad space	Ongoing	EB
		- liaise with Ad agency	Ongoing	EB/Joe
		- liaise " Ad agency re Billboard	Ongoing	DK
5.	BROCHURE DEVELOPMENT			
		- Convention Shell	Complete	EB/AB/DK
		- Conv Services Brochure,	TBD	DK/EB
6.	DIRECT MAIL PIECE			
		- continue follow up of Nov '93 direct mail campaign		WD/NY
		- continue to distribute piece (Meeting Planners Guide) to those not yet on mailing list	Ongoing	WD/NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	GREATER HAMILTON SPORTS CORPORATION LIAISON	<ul style="list-style-type: none">- meet with Don Bowman to attract sporting events to GH facilities, strategic approach- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area	Complete	EB
			On-going	JOE
			On-going	WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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CONVENTION SERVICES**1. CONVENTION COMMITTEES**

- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK

2. HOUSING

American Foundrymen's Society		
- Advise HtIs re room blocks	Complete	DK
- Form sample sent to Planner	Complete	DK
- Form Approval	Complete	DK
- Form mailed to delegates by Planner	Complete	DK
- Acknowledgement Cards Rec'd	Complete	DK
- Forms rec'd & housing process in place	May	DK

International Science & Eng Fair '95		
- Advise HtIs re room blocks	Complete	DK
- Receive contracts/prices-htIs/Mac	Complete	DK
- Provide housing report to Science Services @ Birmingham, AL	May '94	DK
- Meet with Housing Counterpart	May '94	DK
- Form sample sent to Planner	1995	DK
- Form Approval	1995	DK
- Form mailed to delegates by Planner	1995	DK
- Acknowledgement Cards Rec'd	1995	DK
- Forms rec'd & housing process in place	1995	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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3. CONVENTION BUILDING

- Cdn. Country Music Assoc. Calgary	Sep	DK/Joe
- Canadian Foundrymen's Society	TBD	DK
- Intern'l Science & Eng Fair Birmingham, AL	May	DK/Joe
- Cdn Chamber of Commerce Quebec City	Sep	Joe
- Ont Tops Annual Convention Kingston	Jun	DK
- Kinsmen/Kinette Regina	Aug	DK
- Ont Municipal Social Services London	Jun	DK

4. POST CONVENTION SURVEYS

- Follow up procedure	Ongoing	DK
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5. VOLUNTEERS (Lady Hamiltons)

- Registrations, set-up & implementation, info tables, provide specific assistance	Ongoing	DK
- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
- Set up training program Motivational seminar	Nov	DK/JHC
- Attend monthly meeting	Monthly	DK/JHC
- LH Appreciation Night out	Jun	DK/JHC
- LH Appreciation	Jul	DK/JHC

CONVENTIONS WORK PLANS '94

COMPLETION
DATE

STAFF

DESCRIPTION

TASK

PROGRAM

CONVENTION ADMINISTRATION

1.	BID PRESENTATIONS (New Bids) <i>Updated Weekly...</i>	SEE ATTACHED - DATED: March 11, 1994		
2.	CONV. MARKETING COMMITTEE	- Meeting space, agenda, minutes, reports	Monthly	DK/EB/WD/NY
3.	CONVENTION DISPLAYS	- Maintain calendars for each - Est upgrade-INSTAND pop-up - Obtain approval from Mgr/Budget changes to structure - Ascertain Budget-TABLE TOP - Obtain Estimates - Provide ideas for pictures	Ongoing Complete Complete Complete Complete	CK DK DK EB EB DK/JF/EB
4.	CONVENTION LIST UPDATE/STATISTICS	- Update 2 conv lists - Compile & maintain info on conventions booked - track # of delegates/spectators - Econ Impact after Convention - Econ Impact prior Convention being held for sourcing grants	Ongoing weekly Ongoing Ongoing Ongoing	AP DK DK DK DK
5.	SALES MONITORING REPORTS	- Update report weekly & distribute/review	Ongoing	WD/EB/NY

27-Apr-94

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UP DATE: March 15, 1994 - April 13, 1994

FINAL VERSION

Bids Submitted - Awaiting Response

CONTACTS	ORGANIZATION	BID SUBMISSION DATE	# OF DELEGATES	# OF HOTEL ROOMS	MEETING DATES		ANTICIPATED DECISION DATE	COMMENTS
					ARRIVAL	DEPARTURE		
Eileen/Nancy	Gleasons International of Canada	31-Mar-93	800	600	29-Jun-97	02-Jul-97	03-May-94	- decision to be made at the May 3 board meeting
	2nd set of dates for the above				08-Jul-97	09-Jul-97		
Ward/Mince	Ontario Marine Operators	03-Apr-93	400	300	Nov-95	Nov-95	30-Jun-94	- Vince indicated that a decision to be reached in June
Eileen/Karen	Canadian Parks & Recreation Association	21-Apr-93	600	600	08-Aug-98	13-Aug-98	?	- Karen awaiting response from Culture & Recreation Department
Eileen	First Annual Conference on Road Safety	01-May-93	200	100	not available	not available	15-May-94	- Eileen awaiting response from local committee
Eileen/Nancy	Canadian Parking Association	04-May-93	400	400	Oct-97	Oct-97	12-May-94	- Karen awaiting response from Association
Eileen/Ward	**Ontario Urban Transit Assoc. - Jun-1-93	01-Jun-93	250	150	Apr-95	Apr-95	?	- still restructuring the conference format
Ward/Mince	National Assoc. of Mathematics Educators	02-Sep-93	600	200	29-May-96	01-Jun-96	?	- Vince to advise
	2nd set of dates for the above				28-May-97	31-May-97		
Ward/Mince	Soil and Water Conservation Society	06-Oct-93	1200	550	24-Jul-97	30-Jul-97	24-Apr-94	- Ontario Chapter to rank dates, final decision to be made by head office in Iowa
Eileen	Int'l Nat Peace through Tourism (Ont Workshop)	25-Nov-93	50	50	1995	1995	01-Nov-94	- organizers to complete 1994 conference series before considering 1995
Ward	Canadian Association of Journalists	06-Dec-93	500	500	Nov-97	Nov-97	15-May-94	- contact to be made at the April Conference
Ward/Mince	Aggregate Producers Assoc. of Ontario	11-Jan-94	350	200	28-Feb-96	02-Mar-96	15-Apr-94	- Vince to advise
Eileen/Sid	Canadian Figure Skating Association	23-Feb-94	30000	1500	07-Jan-98	11-Jan-98	30-Jun-94	- Sid awaiting decision from Ottawa
Eileen/Sid	Cdn. Predation Figure Skating Championships	23-Feb-94	3000	750	05-Apr-96	07-Apr-96	30-Jun-94	- Sid awaiting decision from Ottawa
Eileen/Ward	International Assoc. of Arson Investigators	03-Mar-94	500	400	11-May-97	16-May-97	30-Aug-94	- Ward to present bid with local committee on April 30, 1994 - competition Las Vegas
Ward	Slo-Pitch Ontario Provincial Championships	11-Mar-94	5000	1200	25-Aug-95	27-Aug-95	15-Sep-94	- decision to follow the 1994 Championship in September
	2nd weekend of tournament				01-Sep-95	03-Sep-95		
Eileen	Prospect Ontario	30-Mar-94	200	200	14-Feb-95	18-Feb-95	13-May-94	- Impressed with Hamilton, although still viewing other sites

BIDS UPDATE: March 15, 1994 – April 13, 1994

•FINAL VERSION•

[illegible]

BIDS UPDATE: March 15, 1994 – April 13, 1994

•FINAL VERSION•

[illegible]

BIDS UPDATE:

•FINAL VERSION•

[illegible]

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer Dec 93	C	AB
		- Travel Trade Dec 93	C	AB
		Sell Concept to Partners (Mar 30)	C	AB
		Design Visual Program		
		- Brochures (Apr 01)	C	AB
		Invoice Partners	Sep	AB
		Brochure Distribution	C	AB/JHC
		Design Ads for Newspaper, Radio	C	AB
		Economic Impact Study		
		-terms of reference	C	AB
		-bids	C	AB
		- start of study	C	AB
		Plan Celebrate '95	Sept	AB
TATTOO '94				
		Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	C	AB
		Bids, Proposals Applications	C	AB
		Volunteers & Personnel	C	AB
		Finance & Budget	C	AB
		Legal	Ongoing	AB
		Insurance	C	AB
		Wrap-up & Evaluation	C	AB

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PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...**OPERATIONS**

Medical Services (Mar 5)	C	AB
Communications (Mar 5)	C	AB
Box Office/Tkt Ops (Feb 1)	C	AB
Facilities & Equipment Apr 30	C	AB
Security & Emergency Apr 30	C	AB
Procedures (Jan 1)	C	AB
Parking Apr 30	C	AB
Concessions (Apr 30)	C	AB
Food Services (Apr 30)	C	AB
Refuse/Sanitation (Mar 5)	C	AB
Transportation (Apr 30)	C	AB
Programmes	C	AB
Accommodations (Apr 30)	C	AB
Signage (Apr 30)	C	AB
Warehousing (Apr 30)	C	AB

SPECIAL SERVICES

Handicap Services (Mar 5)	C	AB
(Washrooms & Food)		

HOSPITALITY (all Apr 30)

Ceremonies & Protocol	C	AB
Spectator & Performer	C	
Services	C	AB
Entertainment	C	AB
Awards & Gifts	C	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
		PUBLIC RELATIONS & MARKETING		
		Media & Public (Mar 5)	C	AB
		Relations	C	AB
		Sponsorship	C	AB
		Promotions	C	AB
		Social Service Organizations	C	AB
		Logos, Graphics & Design		
		Program	C	AB
		TECHNICAL SERVICES		
		• Recruit personnel to		
		Coordinate each technical		
		Services Area (Jan 1)	C	AB
		• Define clearly the roles,		
		responsibilities & authority of		
		each Coordinator & Committee	C	AB
		• Assist Committee Heads In The		
		Overall Planning For Each Area	On-going	AB
		• Coordinate Personnel, Policies		
		& Procedures & Activities		
		within the Tattoo	On-going	AB
		• Provide necessary support for		
		Coordinators/Committees to		
		complete the assigned tasks		
		& Responsibilities	On-going	AB
		• Facilitate communication among		
		other Divisions' personnel		
		as needed	On-going	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
	AQUAFEST '94	Meetings	Monthly	AB
		ADMINISTRATION		
		Organizational Structure (Jan 1)	C	AB
		Bids, Proposals & Applications	C	AB
		Volunteers & Personnel	C	AB
		Finance & Budget	C	AB
		Legal	On-going	AB
		Insurance	C	AB
		Wrap-up & Evaluation	C	AB
		OPERATIONS		
		Medical Services	C	AB
		Communications (May 15)	C	AB
		Box Office/Tkt Operations	N/A	AB
		Facilities & Equipment	C	AB
		Security & Emergency/Proceed	C	AB
		Parking	C	AB
		Concessions	C	AB
		Food Services (May 30)	C	AB
		Refuse/Sanitation	C	AB
		Transportation	C	AB
		Programmes	C	AB
		Accommodations	C	AB
		Signage	C	AB
		Warehousing	C	AB
		SPECIAL SERVICES		
		Handicap Services		AB
		(Washrooms & Food)	C	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

		HOSPITALITY		
		Ceremonies & Protocol	C	AB
		Spectator & Performer Services	C	AB
		Entertainment	C	AB
		Awards & Gifts	C	AB

		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	C	AB
		Logos, Graphics & Design Program	C	AB

		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	C	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	C	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
2.	MEDIA PROGRAM	- Media Plan	C	Joe/AB
3.	BROCHURE DEVELOPMENT	- Updates		Joe/AB
		Festival & Events		
		- dining guide revisions/print	C	JHC
		- accomod. guide revision	C	JHC
		- Group Planners Guide (GPG)	AUG 30	JF/AB/TS
		- Update GPG " "	C	JF
		- Maintain GPG mailing list	Ongoing	JF
4.	VIDEO UPDATE	- Revised Version	n/a	JF/AB
5.	SCHED SALES BLITZ	Toronto promotion - June 28		
		- Find suitable location	C	JF/EB
		- Invitation List (Apr 30)	C	JF/EB
		- Invitation design	C	JF/EB
		- Suppliers invitation & cost-share info (May 5)	C	JF/EB
		- Execute Promo	C	ALL
		Festival Country Promo, Southfield, MI - Aug 29-31		
		In conjunction with FC's group tour partners		
		- plan date, location(s) & format	C	JF
		- Execute promo	Aug 29-31	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

6. FAM TOURS

Prospect Ont. - post convention Feb 11/94	- Plan	C	JF
	- Execute	C	JF
Rendezvous Canada - pre-convention tours X 2 May 13/14/16			
- Work with tour operators develop itinerary - Jan.	C	JF	
	- Determine fam souvenirs - Feb	C	JF
	- Escort fam for duration	C	JF
Lilac Fam - May 26			
- Plan format	C	JF/RBG	
- MCTR funding	C	JF/RBG	
- Invitation List	C	JF/RBG	
- Invitation design	C	JF/RBG	
- execute fam	C	JF/RBG	
Tattoo - June 04			
- plan format (Apr)	C	JF	
- design invitation(Apr)	C	JF	
- execute fam	Jun 04	JF	
Travel Writer: Buffalo Family			
- design itinerary	Apr 4-6	JF	
- make reservations	C	JF	
- follow up	C	JF	
WBA Fam - TENTATIVE - August 4 -14			
		JF	
Multi-Region Festivals Fam - TENTATIVE Summer			
		JF	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
	FAM TOURS Cont'd	Victorian Christmas Fam - Nov. 18		JF
		- plan form		
		- design invitation		
		- Invitation list		
		- fam souvenir		
		- execute fam		
7.	MARKETPLACES/TRADESHOWS			
		- London Free Press Apr 25	C	JHC
		- Theatre in Ont-Toronto Feb 4/5	C	JF
		- Boston Promo	C	JF
		- Prospect Ontario Feb 8-10	C	JF
		- Cdn Cons show-Rochester	C	JF
		- Toronto Tvl Leisure Apr 22	C	JHC
		- Rendezvous Canada May 17	C	JF
		- Ont Marketplace	Sep 18-20	JF
		- Ham. Spectator Tvl Show co-op	Cancelled	JHC
		- Ont. Motorcoach Assn	Oct 17-20	JF
		- Bienvenue Quebec	Oct 25-27	JF
		- American Bus Assn	Dec 4-9	JF
8.	SALES DEVELOPMENT			
		- Mohawk College/Sheraton/ Japanese Educational Program	C	JF
		- plan press conf. to launch program	Fal	JF
		- Develop itineraries for N.American and Europe	C	JF
		- ABA Mktplace regist. desk	Dec 4	JF
		- Step on Guide requests	Ongoing	JF
		- liaise with guides		
		- send confirmations		
		- monitor guide expenses		
		- OMCA Marketplace Volunteer	Oct	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
9.	NEW MARKET DEVELOPMENT			
		- meet with enviro companies, outdoor tourism product providers	Ongoing	JF
		- Develop liaison with new partners	Ongoing	JF
		- Develop Eco-Tourism Itineraries & promo opportunities, ie, fams, sales calls, mktplaces, direct mail	Ongoing	JF
		- Native Tours/Outdoor Advent.	Ongoing	AB
10.	TOURISM STUDY - IMG			

PROGRAM

TASK

DESCRIPTION

COMPLETION
DATE

STAFF

TOURISM SERVICES

1.	INFO CENTRES	<ul style="list-style-type: none"> - order Ministry publications for the summer season for TIC's C - design appropriate recording chart(s) for statistics - make preparations for opening Fifty Road T.I.C. Ongoing - make preparations for opening RBG and ALS T.I.C. for C - research the potential for selling merchandise at the T.I.C.'s C - Report to ED&P Committee Apr 28 - needs assessment survey for selling merchandise C - operating of Downtown Centre ongoing - report visitor inquiry stats ongoing - answering of inquiries ongoing - close 50 Rd, RBG & ALS Sep 9 - student evaluations Sep 5 - report on 50 Road T.I.C. Sep 30 	JHC JHC JHC JHC JHC/AB JPF JHC JHC JHC JHC JHC JHC/JOE
	Souvenirs		
	Liaison	<ul style="list-style-type: none"> - Continual liaison with local tourism industry Ongoing - meet with reps re promo suggestions " - brain storm sessions re new promo packages Ongoing - joint promo ventures with MCTR & neighbouring Regions Ongoing - liaison with OTEC re tourism presentations Ongoing 	JF JF JF JF JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SERVICES Continued...

2.	LADY HAMILTONS	- attend Lady Hamilton Executive ongoing meetings, 1st Tue afternoon each month		JHC
		- assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings	ongoing	JHC
		- prepare training session for working at TIC	Aug 26	JHC
		- L.H. training sessions	Sep 16	JHC
3.	STUDENTS/CEIC	CEIC Application (Mar 30)	C	AB
		- design program,		
		- quotes from teachers & supplier		
		CEIC Hiring (May 01)	C	AB
		CEIC Program	C	AB
		CEIC Finish		AB
		Summer Student (Mar 18)	C	AB/JHC
		Summer Student Finishing	Sep 08	AB/JHC
		- interview and hire staff for Fifty Road TIC	C	JHC
		- prepare work schedule for Fifty Road Info Centre for May	C	JHC
		- interview summer students	C	JHC
		- prepare Jun training for summer Travel Counsellors	C	JHC
		- direct, monitor & evaluate Bishop Ryan, Hill Park co-op student (no student this semester)	Jan '95	
		- run training for summer staff	C	JHC
		- Open RBG & ALS TIC's	C	JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES Continued...</u>				
STUDENTS/CEIC (CONT'D)				
		- CEIC student	Oct 94	
		- activities/projects	Oct 94	AB
		Mohawk Tourism student (Feb 28-Mar 11)	C	
		- coordinate work sched for 2 wks practical exp.		JF
4.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country	C	JHC
		- distribute Celebrate'94 broch.	ongoing til Sep	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- deliver & mail brochure request	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	ongoing til Sep	JHC
		- CTM (Brochure Dist. Co.) to S. Ont & Boarder States	C	JF/AB
5.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JHC
6.	STATISTICAL RECORDING & ANALYSIS	- Inform industry on changes (Jan 1) to recording format & why	C	AB
		- monitor industry for return of information		AB
		- Compile monthly statistics	Monthly	
			Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SERVICES Continued...

		• general attendance - attractions	Ongoing	AB
		• general attendance - major festivals	Ongoing	AB
		• general attendance - entertainment	Ongoing	AB
		• motorcoach tours - individual destinations	Ongoing	AB
		• motorcoach tours - a) room nights	Ongoing	AB
		Day trips:		
		• motorcoach tours - restaurants		
		• tourism centres		
		• 1-800 number		JHC

		- compiling visitors inquiries	ongoing	JHC
		- statistical comparison visitor inquiries '89 to present	ongoing	JHC

7. DATABASE CREATION

		- Research best program for dual purposes: Events/Tour Ops	C	JF/AB
		- Purchase or create program	C	JF/AB
		- Input data	Sep	JF/AB
		- Maintain database	Ongoing	JF/AB

PROGRAM TASK DESCRIPTION COMPLETION DATE STAFF

LOCAL AWARENESS

- | | | | | |
|----|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------------------------------------------------------------|
| 1. | AWARENESS WEEK | Tourism Awareness Week
Present Hosp Industry Awards | On Hold | Joe |
| 2. | MEDIA | Compile event info | Monthly | AB |
| 3. | EVENT LINE | Compile Monthly Event
Information
Deliver to Spec-Tel
Monitor line
Compile Spec-tel Statistics | Monthly
Monthly
On-going
Monthly | AB
AB
AB
AB |
| 4. | EVENT BROCHURE | Contact industry for event info
Compile information (May 15)
Desk-top publication(May 30)
Print EVENT BOOK Jul-Dec 94
Distribute publication
Contact industry for event info
Compile information
Desk-top publication
Print EVENT BOOK Dec-Jun 95
Distribute publication | C
C
C
C
C
Oct 01
Oct 15
Oct 30
Nov 01
Nov 15 | AB
AB
AB
AB
AB/JHC
AB
AB
AB
AB
AB/JHC |

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS	-Environmental Cmte	Monthly	AB
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Tourism Update Committee	Monthly	AB/CK/JF
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Ongoing	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountain Bike Race	Ongoing	AB
		-McQueston Cultural Gardens	Ongoing	AB
		-Festivals Ont Conf.	Ongoing	AB
		-HW T&C Advisory	as req'd	AB
		-Dragon Boat Races Jul 23-24	Ongoing	AB
		-Chinese Festival	Ongoing	AB
		-IMG	Ongoing	AB
		-Figure Skating	Ongoing	AB
		-Festival Country B of D	Ongoing	AB
		-It's Your Festival Cmte	Ongoing	AB
		- Chamber of Commerce	Ongoing	AB
		Hosp. & Tourism Sub-Cmte	Ongoing	JF
		- High Schools Tourism/Career Presentations	Ongoing	JF
		- MCTR - Japanese Mktg	Ongoing	JF
		- Festival Country:		
		-Counsellor Program Feb 22	C	JF/JHC
		-TLC Committee	Ongoing	JF
		-Consumer Committee	Ongoing	JF
		-Group Tour Committee	Ongoing	JF
		-Mum Show Committee	Ongoing	JHC
		-CPRA - Hamilton Presentation	*	AB/EB
		- Mohawk/Sheraton/Japanese Brochure Dev Committee (May) Sep		JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	COMMITTEES/MEETINGS/ PRESENTATIONS Cont'd...			
		- Prospect Ont. Host Cmte	Feb/95	JF
		- OMCA Affiliates Cmte	Ongoing	JF
		- ABA Top 100 Events Cmte-6/3	C	JF
		- Ham. Sesquicentennial Cmte	Ongoing	JF
FESTIVALS ONTARIO CONFERENCE				
		- Chairperson (Jan 1)	C	AB
		- Strike Committee (Jan 1)	C	AB
		- Design Program (Feb 1)	C	AB
FOREIGN MARKET				
7.	Japan	Marketplace	n/a	JF/Joe/AB
-	England	Sales/Marketplace	n/a	JF/Joe/AB
-	Germany	Sales/Co-op	n/a	JF/Joe/AB
PROMOTIONAL ITEMS				
8.		- determine qty & cost	C	JF/AB/DK/EB
		- 3 tenders requested	C	JF/DK/EB
		- final delivery date (all)	C	JF/EB
PROFESSIONAL DEVELOPMENT				
9.		- NTA Mktg Seminar & Round Table discussion	Feb 22-24	JF/AB
		- Japanese Marketing Seminar	C	JF
		- Ec Dev Diploma Program	C	AB
		- Sustainable Dev Seminar	TBD	JF
BOOTH/DISPLAY UPDATES - June 94				
10.		- Meet with photographers re enlarged photos for display	C	EB/DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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REVENUE GENERATING

TATTOO June 5/94	- Distribute flyers - Distribute contracts - Contract deadline - Order coaches - Deliver Tkts & programmes - Signage for coaches - Deadline for collecting rev. - Wrap up & evaluation	C C C C C C C C	AH AH AH AH AH AH AH AH
SCOTTISH FESTIVAL May 22-29/94	- Overseas Package - Hosting Sports Writers - Bus packages	C C C	AH AH AH
FIRE CHIEFS Jul 30 - Aug 4/94	- Distribute flyers - Distribute contracts - Contract deadline - Order coaches - Deadline for collecting rev.	C C C C C	AH AH AH AH AH
CHILDREN'S INTERN'L GAMES June 13-19/94	- Distribute flyers - Distribute Contracts - Contract deadline - Order coaches - Deadline for collecting rev.	C C C C C	AH AH AH AH AH
TOUCH FOOTBALL Jun 3-5	- Shuttle Service	C	AH
ALBA CEILIDH CLUB June 2-10/94	- Hosting Director & Wife Re: Package Tour 150-200 people in June 1995	C	AH
GREATER HAM. NIGHT @ SKYDOME	- Organizing Coaches & Groups		AH

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PROGRAM	TASK	DESCRIPTION	DATE	STAFF
<u>PUBLIC AWARENESS</u>				
1.	MEDIA	- Plan		Joe/EB
2.	PRESENTATIONS	- service groups - charitable organizations & associations - sports groups, local shopping centres	Fall Fall	WD/NY WD/NY
3.	DIRECT SALES	- local hospitals, educational facilities - associations - service groups - sports administrators - Establish Local Data Bank - form produced & system est. - report system & mailing list to Industry Partners	Ongoing Ongoing Ongoing	WD/NY WD/NY WD/NY WD/NY WD/NY WD/NY WD/NY
4.	LOCAL AWARENESS CAMPAIGN	- Explore partnership opport.'s with local media - Develop & approve local media campaign - Decide most effective time to launch campaign - Organize sectoral sales receptions: 1) Medical (May 26) - determine date, venue theme and participants - coordinate invite list with Hospitality Partners - decide menu, entertainment, speakers - complete agenda, format, speeches - follow up	Ongoing Ongoing Fall '94 C C	EB EB/Joe EB EB EB EB EB EB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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LOCAL AWARENESS CAMPAIGN Sectorial Sales Receptions Cont'd

2) Sport, Event, Assoc. & Non Profit			Oct	
- determine date, venue theme and participants				Joe
- coordinate invite list with & Hospitality Partners				Joe
- decide menu, entertainment, speakers				Joe
- complete agenda, format, speeches				Joe
- follow up				Joe
3) Education			Dec	
- determine date, venue theme and participants				Joe
- coordinate invite list with & Hospitality Partners				Joe
- decide menu, entertainment, speakers				Joe
- complete agenda, format, speeches				Joe
- Reception				Joe

PROGRAM TASK DESCRIPTION COMPLETION DATE STAFF

CONVENTION SALES

1. SCHEDULED SALES CALLS

- associations, sports groups & corporate clients-Toronto
- entertain possible repeat clients
- Telemarketing Cold Calls
- Respond to local leads
- Scheduled Sales Calls
- Site Inspections
- Bid Presentations & Preparations

WD/NY
WD/NY

WD/NY/CT
WD/NY/CT
WD/NY/CT
WD/NY/CT
WD/NY/CT

On-going
On-going

On-going
On-going
On-going
On-going
On-going

2. RECEPTIONS

- Organize Ottawa Sales Receptions
- Sport & Fitness Admin Centre
- Assn & Gov & Mtg Planners
- execute above receptions

EB
EB
WD/Joe

T.O. Promotion

- plan & execute
- Find suitable location
- Invitation List
- Invitation design
- Suppliers invitation & cost-share info
- Execute Promo

EB
EB/WD
EB
EB

EB
EB/AB/WD/NY

Jun 28
C
C
C

C
C

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	MARKETPLACES/TRADESHOWS			
		RCMA - Chicago	C	EB
		OCVA - Toronto April 26	C	NY
		CSAE - Ottawa		
		- determine coop partners(Mar 15)	C	EB/Joe
		- secure space allocation	C	EB
		- select theme & source	Jun 3	WD/NY/Joe
		- determine booth construction & transportation arrangements	Jun 3	WD/NY/Joe
		- discuss set up & tear down	June	WD/NY
		- develop direct mail piece	June	WD/NY
		- determine clothing for booth	June	WD/NY
		- sponsorship of 1st Timer's Breakfast	TBD	WD/NY
		- arrange meal, invitees, partners	TBD	WD/NY
		- lead follow up tradeshow	Aug	WD/NY
		- invoice partners	Aug	WD/NY
4.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	C	Joe
		- administer reserv of ad space	Ongoing	EB
		- liaise with Ad agency	Ongoing	Joe
		- liaise " Ad agency re Billboard	Ongoing	DK
5.	BROCHURE DEVELOPMENT			
		- Convention Shell	C	EB/AB/DK
		- Conv Services Brochure,	TBD	DK
6.	DIRECT MAIL PIECE			
		- continue follow up of Nov '93 direct mail campaign		WD/NY/CT
		- continue to distribute piece (Meeting Planners Guide) to those not yet on mailing list	Ongoing	WD/NY/CT

PROGRAM

TASK

DESCRIPTION

COMPLETION
DATE

STAFF

7.

GREATER HAMILTON SPORTS
CORPORATION LIAISON

- meet with Don Bowman to attract sporting events to GH facilities, strategic approach
- enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups
- initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area

C

EB

On-going

JOE

On-going

WD

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION SERVICES</u>				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	HOUSING			
	American Foundrymen's Society			
		- Advise HtIs re room blocks	C	DK
		- Form sample sent to Planner	C	DK
		- Form Approval	C	DK
		- Form mailed to delegates by Planner	C	DK
		- Acknowledgement Cards Rec'd	C	DK
		- Forms rec'd & housing process in place (May)	C	DK
	International Science & Eng Fair '95			
		- Advise HtIs re room blocks	C	DK
		- Receive contracts/prices-htIs/Mac	C	DK
		- Provide housing report to Science Services @ Birmingham, AL	C	DK
		- Meet with Housing Counterpart	C	DK
		- Reserve/block add'l rooms	Jun/Jul	DK
		- Form sample sent to Planner	1995	DK
		- Form Approval	1995	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
	HOUSING CONT'D...			
		- Advise HtIs re room blocks	Sep 94	DK
		- Receive contracts/prices-htIs/Mac	Oct 94	DK
		- Meet with Conv. Planning Cmte	Oct 94	DK
		- Form sample sent to Planner	Oct 94	DK
		- Form Approval	Nov 94	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK
3.	CONVENTION BUILDING			
		- Ford World Curling Champ. Oberstdorf, Germany		WD
		- Cdn. Country Music Assoc. Calgary	Sep	DK
		- Intern'l Science & Eng Fair Birmingham, AL (May 10)	C	DK
		- Cdn Chamber of Commerce Quebec City	Sep	Joe
		- Ont Tops Annual Convention Kingston	C	DK
		- Kinsmen/Kinette Regina	Aug	DK
		- Ont Municipal Social Services London	C	DK
4.	POST CONVENTION SURVEYS			
		- Follow up procedure	Ongoing	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	VOLUNTEERS (Lady Hamiltons)			
		- Registrations, set-up & implementation, info tables, provide specific assistance	Ongoing	DK
		- Set up info tables, brochures & oversee volunteers during	Ongoing	DK
		- Set up training program	Nov	DK/JHC
		Motivational seminar	Monthly	DK/JHC
		- Attend monthly meeting	C	DK/JHC
		- LH Appreciation Night out	Aug/Sep	DK/JHC
		- LH Appreciation		

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION ADMINISTRATION</u>				
1.	BID PRESENTATIONS (New Bids) <i>Updated Weekly...</i>	SEE ATTACHED - DATED: July 26, 1994		
2.	CONV. MARKETING COMMITTEE	- Meeting space, agenda, minutes, reports	Monthly	DK/WD/NY/CT
3.	CONVENTION DISPLAYS	- Maintain calendars for each - Est upgrade-INSTAND pop-up - Obtain approval from Mgr/Budget changes to structure - Ascertain Budget-TABLE TOP - Obtain Estimates - Provide ideas for pictures	Ongoing C C C C C	CK DK DK EB EB DK/JF/EB
4.	CONVENTION LIST UPDATE/STATISTICS	- Update 2 conv lists - Compile & maintain info on conventions booked - track # of delegates/spectators - Econ Impact after Convention - Econ Impact prior Convention being held for sourcing grants	Ongoing weekly Ongoing Ongoing Ongoing	AP DK DK DK DK
5.	SALES MONITORING REPORTS	- Update report weekly & distribute/review/maintain	Ongoing	WD/NY/CT WD

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: June 6, 1994 - July 26, 1994

Work In Progress

Bids Submitted - Awaiting Response

CONTACTS	ORGANIZATION	BID SUBMISSION DATE	# OF DELEGATES	# OF HOTEL ROOMS	MEETING DATES ARRIVAL DEPARTURE	ANTICIPATED DECISION DATE	COMMENTS
Nancy	Gideon International of Canada	31-Mar-93	800	600	29-Jun-97 02-Jul-97	18-Sep-94	- September 18, 1994 is the National Cabinet Meeting, if Thunder Bay can not accommodate then Hamilton & Ottawa will be considered
	2nd set of dates for the above				06-Jul-97 09-Jul-97		- no decision has yet to been made
Ward	Ontario Marina Operators	03-Apr-93	400	300	Nov-95	?	- awaiting response from Culture & Recreation Department
Eileen	Canadian Parks & Recreation Association	21-Apr-93	600	600	08-Aug-98 13-Aug-98	?	- Eileen awaiting response from local committee
Eileen	First Annual Conference on Road Safety	01-May-93	200	100	not available	?	- awaiting response from association
Nancy	Canadian Parking Association	04-May-93	400	400	Oct-97	?	- still restructuring the conference format
Ward	**Ontario Urban Transit Assoc. - Jun-1-93	01-Jun-93	250	150	Apr-95	?	- no decision expected in the near future
Ward	National Assoc. of Mathematics Educators	02-Sep-93	600	200	29-May-96 01-Jun-96	?	
	2nd set of dates for the above				28-May-97 31-May-97		
Ward	Soil and Water Conservation Society	06-Oct-93	1200	550	24-Jul-97 30-Jul-97	15-Aug-94	- decision still outstanding, Tim Kautza to send letter to Ward indicating timetable, and any shortfalls in Hamilton's Bid Proposal
	2nd set of dates for the above				31-Jul-97 06-Aug-97		
	3rd set of dates for the above				07-Aug-97 14-Aug-97		
Eileen	Int Inst Peace through Tourism (Ontario)	25-Nov-93	50	50	1995	01-Nov-94	- organizers to complete 1994 conference series before considering 1995
Eileen	Canadian Association of Journalists	06-Dec-93	500	500	Nov-97	15-May-94	- contact to be made at the April Conference
Ward	Aggregate Producers Assoc. of Ontario	11-Jan-94	350	200	28-Feb-96 02-Mar-96	15-Jul-95	- London is Hamilton's only competitor
Eileen	Canadian Figure Skating Association	23-Feb-94	30000	1500	07-Jan-98 11-Jan-98	?	- awaiting decision from Ottawa
Eileen	Cdn. Precision Figure Skating Chmships	23-Feb-94	3000	750	05-Apr-96 07-Apr-96	?	- awaiting decision from Ottawa
Ward	International Assoc. of Arson Investigators	03-Mar-94	500	325	11-May-97 16-May-97	15-Nov-94	- site inspection set for July 28 - July 28, 1994, Las Vegas is the competition
Ward	Ontario Pharmacists Association	06-Apr-94	350	350	25-Apr-96 28-Apr-96	15-Aug-94	- awaiting decision

BIDS UPDATE: June 6, 1994 – July 26, 1994

Work In Progress*

Bids Submitted - Awaiting Response

[illegible]

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: June 6, 1994 - July 26, 1994

"Work In Progress"

Bids Submitted - Confirmed

[illegible]

BIDS UPDATE: June 6, 1994 - July 26, 1994

“Work in Progress.”

Bids Submitted - Lost

[illegible]

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
TOURISM SALES				
1.	CELEBRATE PROGRAM			
		Identify Markets		
		- Consumer Dec 93	C	AB
		- Travel Trade Dec 93	C	AB
		Sell Concept to Partners (Mar 30)	C	AB
		Design Visual Program		
		- Brochures (Apr 01)	C	AB
		Invoice Partners	Sep	AB
		Brochure Distribution	C	AB/JHC
		Design Ads for Newspaper, Radio	C	AB
		Economic Impact Study		
		-terms of reference	C	AB
		-bids	C	AB
		- start of study	C	AB
		Plan Celebrate '95	Oct	AB
TATTOO '94				
		Meetings	Bi-weekly	AB
		ADMINISTRATION:		
		Organizational Structure	C	AB
		Bids, Proposals Applications	C	AB
		Volunteers & Personnel	C	AB
		Finance & Budget	C	AB
		Legal	Ongoing	AB
		Insurance	C	AB
		Wrap-up & Evaluation	C	AB

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TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		OPERATIONS		
		Medical Services (Mar 5)	C	AB
		Communications (Mar 5)	C	AB
		Box Office/Tkt Ops (Feb 1)	C	AB
		Facilities & Equipment Apr 30	C	AB
		Security & Emergency Apr 30	C	AB
		Procedures (Jan 1)	C	AB
		Parking Apr 30	C	AB
		Concessions (Apr 30)	C	AB
		Food Services (Apr 30)	C	AB
		Refuse/Sanitation (Mar 5)	C	AB
		Transportation (Apr 30)	C	AB
		Programmes	C	AB
		Accommodations (Apr 30)	C	AB
		Signage (Apr 30)	C	AB
		Warehousing (Apr 30)	C	AB
		SPECIAL SERVICES		
		Handicap Services (Mar 5)	C	AB
		(Washrooms & Food)		
		HOSPITALITY (all Apr 30)		
		Ceremonies & Protocol	C	AB
		Spectator & Performer Services	C	AB
		Entertainment	C	AB
		Awards & Gifts	C	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...**PUBLIC RELATIONS & MARKETING**

Media & Public (Mar 5)	C		
Relations	C		AB
Sponsorship	C		AB
Promotions	C		AB
Social Service Organizations	C		AB
Logos, Graphics & Design Program	C		AB

TECHNICAL SERVICES

• Recruit personnel to Coordinate each technical Services Area (Jan 1)	C		AB
• Define clearly the roles, responsibilities & authority of each Coordinator & Committee	C		AB
• Assist Committee Heads In The Overall Planning For Each Area	On-going		AB
• Coordinate Personnel, Policies & Procedures & Activities within the Tattoo	On-going		AB
• Provide necessary support for Coordinators/Committees to complete the assigned tasks & Responsibilities	On-going		AB
• Facilitate communication among other Divisions' personnel as needed	On-going		AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
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TOURISM SALES Continued...

AQUAFEST '94	Meetings		Monthly	AB
	ADMINISTRATION			
	Organizational Structure (Jan 1)		C	AB
	Bids, Proposals & Applications		C	AB
	Volunteers & Personnel		C	AB
	Finance & Budget		C	AB
	Legal		On-going	AB
	Insurance		C	AB
	Wrap-up & Evaluation		C	AB
	OPERATIONS			
	Medical Services		C	AB
	Communications (May 15)		C	AB
	Box Office/Tkt Operations		N/A	AB
	Facilities & Equipment		C	AB
	Security & Emergency/Proceed		C	AB
	Parking		C	AB
	Concessions		C	AB
	Food Services (May 30)		C	AB
	Refuse/Sanitation		C	AB
	Transportation		C	AB
	Programmes		C	AB
	Accommodations		C	AB
	Signage		C	AB
	Warehousing		C	AB
	SPECIAL SERVICES			
	Handicap Services			AB
	(Washrooms & Food)		C	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SALES Continued...				
		HOSPITALITY		
		Ceremonies & Protocol	C	AB
		Spectator & Performer Services	C	AB
		Entertainment	C	AB
		Awards & Gifts	C	AB
		PUBLIC RELATIONS & MARKETING		
		Media & Public Relations	On-going	AB
		Sponsorship	On-going	AB
		Promotions	On-going	AB
		Social Service Organizations	C	AB
		Logos, Graphics & Design Program	C	AB
		TECHNICAL SERVICES		
		• Recruit personnel to coordinate each technical services area	C	AB
		• Define clearly roles, responsibilities & authority of each Coordinator/Committee	C	AB
		• Assist Pier Captains in overall planning for ea area	On-going	AB
		• Coordinate personnel, policies & procedures, & activities within Aquafest	On-going	AB
		• Provide necessary support for Coordinators/Committees to complete the assigned tasks & responsibilities	On-going	AB
		• Facilitate communication among other Divisions' Personnel, as needed	On-going	AB

TOURISM WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
2.	MEDIA PROGRAM	- Media Plan	C	Joe/AB
3.	BROCHURE DEVELOPMENT	- Updates		Joe/AB
		Festival & Events		
		- dining guide revisions/print	C	JHC
		- accomod. guide revision	C	JHC
		- Update Group Planners Guide	Oct	JF/AB/TS/DH
		- Maintain GPG mailing list	Ongoing	JF
4.	VIDEO UPDATE	- Revised Version	n/a	JF/AB
5.	SCHED SALES BLITZ	Toronto promotion - June 28		
		- Find suitable location	C	JF/EB
		- Invitation List (Apr 30)	C	JF/EB
		- Invitation design	C	JF/EB
		- Suppliers invitation & cost-share info (May 5)	C	JF/EB
		- Execute Promo	C	ALL
		Festival Country Promo , Southfield, MI - Aug 29-31		
		In conjunction with FC's group tour partners		
		- plan date, location(s) & format	C	JF
		- Execute promo	C	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
6.	FAM TOURS	Prospect Ont. - post convention	Feb 11/94	
		- Plan	C	JF
		- Execute	C	JF
		Prospect Ont. - pre convention	Feb 14/95	
		- Plan		JF
		- Execute		JF
		Rendezvous Canada - pre-convention tours X 2	May 13/14/16	
		- Work with tour operators		
		develop itinerary - Jan.	C	JF
		- Determine fam souvenirs - Feb	C	JF
		- Escort fam for duration	C	JF
		Lilac Fam - May 26		
		- Plan format	C	JF/RBG
		- MCTR funding	C	JF/RBG
		- Invitation List	C	JF/RBG
		- Invitation design	C	JF/RBG
		- execute fam	C	JF/RBG
		Tattoo - June 04		
		- plan format (Apr)	C	JF
		- design invitation(Apr)	C	JF
		- execute fam	C	JF
		Travel Writer: Buffalo Family	Apr 4-6	
		- design itinerary	C	JF
		- make reservations	C	JF
		- follow up	C	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SALES</u> Continued...				
	FAM TOURS Cont'd	Victorian Christmas Fam - Nov. 29		JF
		- plan format	C	JF
		- Invitation list	mid Oct	JF
		- fam souvenir	mid Oct	JF
		- execute fam	Nov 29	JF
		Toyota Skating Fam - Dec 2 & 3		JF
		- select invitation list	Oct	JF
		- design invitation	mid Nov	JF
		- execute fam	Dec 2,3	JF
7. MARKETPLACES/TRADESHOWS				
		- London Free Press Apr 25	C	JHC
		- Theatre in Ont-Toronto Feb 4/5	C	JF
		- Boston Promo	C	JF
		- Prospect Ontario Feb 8-10	C	JF
		- Cdn Cons show-Rochester	C	JF
		- Toronto Tvl Leisure Apr 22	C	JHC
		- Rendezvous Canada May 17	C	JF
		- Ont Marketplace Sep 18	C	JF
		- Ham. Spectator Tvl Show co-op	Cancelled	JHC
		- Ont. Motorcoach Assn	Oct 17-20	JF
		- Bienvenue Quebec	Oct 25-27	JF
		- New Product Show	Nov 15	AB/JF
		- American Bus Assn	Dec 4-9	JF
8. SALES DEVELOPMENT				
		- Mohawk College/Sheraton/ Japanese Educational Program	C	JF
		- Develop itineraries for N.American and Europe	Ongoing	JF
		- ABA Mktplace regist. desk	Dec 4	JF
		- Step on Guide requests	Ongoing	JF
		- liaise with guides		JF
		- send confirmations to tour ops		JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
SALES DEVELOPMENT CONT'D				
		- monitor guide expenses		JF
		- OMCA Marketplace Volunteer	Oct 17/18	JF
		- Assist -running tradeshow		
		Prospect Ont. Marketplace	Feb 14-16/95	JF
		- develop local comm. Sept.	C	JF
		- conduct monthly mets	Ongoing	JF
		- plan Hamilton Night	Dec	JF
		- Oversee " "	Feb 15	JF
		- Liaise with OMCTR reps	Feb 16	JF
		- maintain budget	Feb 16	JF
		- Plan & execute pre-fam	Feb 14	JF
		- Attend Markeplace	Feb 15	JF
		- assist MCTR with dine around	Feb 14	JF
NEW MARKET DEVELOPMENT				
9.		- meet with enviro companies, outdoor tourism product providers	Ongoing	JF
		- Develop liaison with new partners	Ongoing	JF
		- Develop Eco-Tourism Itineraries & promo opportunities, ie, fams, sales calls, mktplaces, direct mail	Ongoing	JF
		- Native Tours/Outdoor Advent.	Ongoing	JF
		- Assist OMCTR with New Maple Kaido Route	Ongoing	JF
10.		TOURISM STUDY - IMG	Ongoing	AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u>				
1.	INFO CENTRES	<ul style="list-style-type: none"> - order Ministry publications for the summer season for TIC's - design appropriate recording chart(s) for statistics - make preparations for opening Fifty Road T.I.C. - make preparations for opening RBG and ALS T.I.C. for - research the potential for selling merchandise at the T.I.C's - Report to ED&P Committee - needs assessment survey for selling merchandise - operating of Downtown Centre - report visitor inquiry stats - answering of inquiries - close 50 Rd, RBG & ALS - student evaluations - report on 50 Road T.I.C. 	<p>C</p> <p>Ongoing</p> <p>C</p> <p>C</p> <p>C</p> <p>C</p> <p>On hold</p> <p>C</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>C</p> <p>C</p> <p>Sep 30</p>	<p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC/AB JPF JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC</p> <p>JHC/JOE</p>
	Souvenirs			
	Liaison	<ul style="list-style-type: none"> - Liaison with local tourism industry - brain storm sessions re new promo packages for industry - joint promo ventures with MCTR & neighbouring Regions - liaison with OTEC re tourism presentations - Festival Country re Group Marketplace/fam tours/publications & meetings 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>JF</p> <p>JF</p> <p>JF</p> <p>JF</p> <p>JF</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
TOURISM SERVICES Continued...				
2.	LADY HAMILTONS	- attend Lady Hamilton Executive ongoing meetings, 1st Tue afternoon each month - assist and advise LH program co-ordinator/chairperson in planning monthly general meeting and club outings - prepare training session for working at TIC - L.H. training sessions	JHC JHC C Sep 30	JHC JHC JHC JHC
3.	STUDENTS/CEIC	CEIC Application (Mar 30) - design program, - quotes from teachers & supplier CEIC Hiring (May 01) CEIC Program CEIC Finish Summer Student (Mar 18) Summer Student Finishing - interview and hire staff for Fifty Road TIC - prepare work schedule for Fifty Road Info Centre for May - interview summer students - prepare Jun training for summer Travel Counsellors - direct, monitor & evaluate Bishop Ryan, Hill Park co-op student - run training for summer staff - Open RBG & ALS TIC's	C C C C C C C C Jan '95 C C C	AB AB AB AB/JHC AB/JHC JHC JHC JHC JHC JHC JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES Continued...</u>				
STUDENTS/CEIC (CONT'D)				
		- CEIC student	Oct 94	
		- activities/projects	Oct 94	AB
		Mohawk Tourism student (Feb 28-Mar 11)	C	
		- coordinate work sched for 2 wks practical exp.		JF
4.	BROCHURE DISTRIB.	- make arrangements for distribution through Festival Country	C	JHC
		- distribute Celebrate'94 broch.	C	JHC
		- compiling delivery & mailing lists for publications	ongoing	JHC
		- deliver & mail brochure request	ongoing	JHC
		- stock local brochure racks at hotels & attractions	ongoing	JHC
		- deliver brochures to Reg'l TIC	ongoing til Sep	JHC
		- CTM (Brochure Dist. Co.) to S. Ont & Boarder States	C	JF/AB
5.	INFORMATION TABLES	- stock info tables at conv's & special events	ongoing	JHC
		- staff info tables when LH's are not available	ongoing	JHC
		- Arrange for info tables at area attractions as req'd	Ongoing	JHC
6.	STATISTICAL RECORDING & ANALYSIS	- Inform industry on changes (Jan 1) to recording format & why	C	AB
		- monitor industry for return of information	Monthly	AB
		- Compile monthly statistics	Monthly	

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>TOURISM SERVICES</u> Continued...				
		<ul style="list-style-type: none"> • general attendance - attractions 	Ongoing	AB
		<ul style="list-style-type: none"> • general attendance - major festivals 	Ongoing	AB
		<ul style="list-style-type: none"> • general attendance - entertainment 	Ongoing	AB
		<ul style="list-style-type: none"> • motorcoach tours - individual destinations 	Ongoing	AB
		<ul style="list-style-type: none"> • motorcoach tours - a) room nights 	Ongoing	AB
		Day trips:		
		<ul style="list-style-type: none"> • motorcoach tours - restaurants • tourism centres • 1-800 number 		JHC
7. DATABASE CREATION				
		<ul style="list-style-type: none"> - compiling visitors inquiries 	ongoing	JHC
		<ul style="list-style-type: none"> - statistical comparison visitor inquiries '89 to present 	ongoing	JHC
		<ul style="list-style-type: none"> - Research best program for dual purposes: Events/Tour Ops 	C	JF/AB
		<ul style="list-style-type: none"> - Purchase program/training 	Dec	JF/AB
		<ul style="list-style-type: none"> - Input and maintain database 	Ongoing	JF/AB

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>LOCAL AWARENESS</u>				
1.	AWARENESS WEEK	Tourism Awareness Week Present Hosp Industry Awards	On Hold	Joe
2.	MEDIA	Compile event info	Monthly	AB
3.	EVENT LINE	Compile Monthly Event Information Deliver to Spec-Tel Monitor line Compile Spec-tel Statistics	Monthly Monthly On-going Monthly	AB AB AB AB
4.	EVENT BROCHURE	Contact industry for event info Compile information (May 15) Desk-top publication(May 30) Print EVENT BOOK Jul-Dec 94 Distribute publication Contact industry for event info Compile information Desk-top publication Print EVENT BOOK Dec-Jun 95 Distribute publication	C C C C C Oct 01 Oct 15 Oct 30 Nov 01 Nov 15	AB AB AB AB AB/JHC AB AB AB AB AB/JHC

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	COMMITTEES/MEETINGS/ PRESENTATIONS			
		-Environmental Cmte	Monthly	AB
		-Aquafest Committee	Monthly	AB
		-Tattoo Committee	Monthly	AB
		-Parade of Lights Committee	Monthly	AB
		-Tourism Update Committee	Monthly	AB/CK/JF
		-CPRA - Hamilton Association	Monthly	AB
		-T & T Adv - Mohawk College	Ongoing	AB
		-Cultural Groups Committee	Bi-Monthly	AB/DK
		-Creative Arts Board	Monthly	AB
		-Mountain Bike Race	Ongoing	AB
		-McQueston Cultural Gardens	Ongoing	AB
		-Festivals Ont Conf.	C	AB
		-HW T&C Advisory	as req'd	AB
		-Dragon Boat Races Jul 23-24	Ongoing	AB
		-Chinese Festival	Ongoing	AB
		-IMG	Ongoing	AB
		-Figure Skating	Ongoing	AB
		-Festival Country B of D Exec.	Ongoing	AB
		-It's Your Festival Cmte	Ongoing	AB
		- Chamber of Commerce		
		Hosp. & Tourism Sub-Cmte	Ongoing	JF
		-High Schools Tourism/Career		
		Presentations	Ongoing	JF
		- MCTR - Japanese Mktg	Ongoing	JF
		- Festival Country:		
		-Counsellor Program Feb 22	C	JF/JHC
		-TLC Committee	Ongoing	JF
		-Consumer Committee	Ongoing	JF
		-Group Tour Committee	Ongoing	JF
		-Mum Show Committee	Ongoing	JHC
		-CPRA - Hamilton Presentation	*	AB/EB
		- Mohawk/Sheraton/Japanese		
		Brochure Dev Committee	C	JF

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
COMMITTEES/MEETINGS/ PRESENTATIONS Cont'd...				
		- Prospect Ont. Host Cmte	Feb/95	JF
		- OMCA Affiliates Cmte	Ongoing	JF
		- ABA Top 100 Events Cmte-6/3	C	JF
		- Ham. Sesquicentennial Cmte	Ongoing	JF
FESTIVALS ONTARIO CONFERENCE				
		- Chairperson (Jan 1)	C	AB
		- Strike Committee (Jan 1)	C	AB
		- Design Program (Feb 1)	C	AB
FOREIGN MARKET				
7.	Japan	Marketplace	n/a	JF/Joe/AB
	England	Sales/Marketplace	n/a	JF/Joe/AB
	Germany	Sales/Co-op	n/a	JF/Joe/AB
PROMOTIONAL ITEMS				
8.		- determine qty & cost	C	JF/AB/DK/EB
		- 3 tenders requested	C	JF/DK/EB
		- final delivery date (all)	C	JF/EB
PROFESSIONAL DEVELOPMENT				
9.		- NTA Mktg Seminar & Round Table discussion Feb 22-24	C	JF/AB
		- Japanese Marketing Seminar	C	JF
		- Ec Dev Diploma Program	C	AB
		- Sustainable Dev Seminar	Cancelled	JF
BOOTH/DISPLAY UPDATES - June 94				
10.		- Meet with photographers re enlarged photos for display	C	EB/DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF		
REVENUE GENERATING						
TATTOO June 5/94		- Distribute flyers	C	AH		
		- Distribute contracts	C	AH		
		- Contract deadline	C	AH		
		- Order coaches	C	AH		
		- Deliver Tkts & programmes	C	AH		
		- Signage for coaches	C	AH		
		- Deadline for collecting rev.	C	AH		
		- Wrap up & evaluation	C			
		SCOTTISH FESTIVAL May 22-29/94		- Overseas Package	C	AH
				- Hosting Sports Writers	C	AH
- Bus packages	C			AH		
FIRE CHIEFS Jul 30 - Aug 4/94				- Distribute flyers	C	AH
		- Distribute contracts	C	AH		
		- Contract deadline	C	AH		
		- Order coaches	C	AH		
		- Deadline for collecting rev.	C	AH		
CHILDREN'S INTERN'L GAMES - Distribute flyers June 13-19/94		- Distribute flyers	C	AH		
		- Distribute Contracts	C	AH		
		- Contract deadline	C	AH		
		- Order coaches	C	AH		
		- Deadline for collecting rev.	C	AH		
TOUCH FOOTBALL Jun 3-5 ALBA CEILIDH CLUB June 2-10/94		- Shuttle Service	C	AH		
		- Hosting Director & Wife Re: Package Tour 150-200 people in June 1995	C	AH		
GREATER HAM. NT. @ SKYDOME Aug 5/94						
MUNICIPAL EMPL NT. TICATS Sep 5/94			C	AH		
BROCHURE - TOUR OPERATORS			C	AH		
ALBA CEILIDH CLUB			C	AH		

2.2K

PROGRAM	TASK	DESCRIPTION	DATE	STAFF
<u>PUBLIC AWARENESS</u>				
1.	MEDIA	- Plan		Joe/EB
2.	PRESENTATIONS	- service groups - charitable organizations & associations - sports groups, local shopping centres	Fall Fall	WD/NY WD/NY
3.	DIRECT SALES	- local hospitals, educational facilities - associations - service groups - sports administrators - Establish Local Data Bank - form produced & system est. - report system & mailing list to Industry Partners	Ongoing Cancelled Cancelled	WD/NY/SC WD/NY/SC WD/NY/SC WD/NY/SC WD/NY WD/NY WD/NY
4.	LOCAL AWARENESS CAMPAIGN	- Explore partnership opport.'s with local media - Develop & approve local media campaign - Decide most effective time to launch campaign - Organize sectoral sales receptions: 1) Medical (May 26) - determine date, venue theme and participants - coordinate invite list with Hospitality Partners - decide menu, entertainment, speakers - complete agenda, format, speeches - follow up	Ongoing Ongoing Cancelled C C	EB/Joe EB/Joe Joe EB EB EB EB EB EB

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
LOCAL AWARENESS CAMPAIGN Sectorial Sales Receptions Cont'd				
	2) Sport, Event, Assoc. & Non Profit		Cancelled	Sue/Carol
	- determine date, venue theme and participants			"
	- coordinate invite list with & Hospitality Partners			"
	- decide menu, entertainment, speakers			"
	- complete agenda, format, speeches			"
	- follow up			"
	3) Education		Cancelled	Joe
	- determine date, venue theme and participants			Joe
	- coordinate invite list with & Hospitality Partners			Joe
	- decide menu, entertainment, speakers			Joe
	- complete agenda, format, speeches			Joe
	- Reception			Joe

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION SALES</u>				
1.	SCHEDULED SALES CALLS			
		- associations, sports groups & corporate clients-Toronto/Ottaw	On-going	WD/NY
		- entertain possible repeat clients	On-going	WD/NY/SC
		- Telemarketing Cold Calls	On-going	WD/NY/SC
		- Respond to local leads	On-going	WD/NY/SC
		- Scheduled Sales Calls	On-going	WD/NY/SC
		- Site Inspections	On-going	WD/NY/SC
		- Bid Presentations & Prep.	On-going	WD/NY/SC
2.	RECEPTIONS			
		- Organize Ottawa Sales Receptions		EB
		- Sport & Fitness Admin Centre	C	EB
		- Assn & Gov & Mtg Planners	C	WD/Joe
		- execute above receptions	C	
		T.O. Promotion		
		- plan & execute	C	EB
		- Find suitable location	C	EB/WD
		- Invitation List	C	EB
		- Invitation design	C	EB
		- Suppliers invitation & cost-share info	C	EB
		- Execute Promo	C	EB/AB/WD/NY/JF

CONVENTIONS WORK PLANS '94

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
3.	MARKETPLACES/TRADESHOWS			
		RCMA - Birmingham	C	EB
		OCVA - Toronto April 26	C	NY
		CSAE - Ottawa		
		- determine coop partners(Mar 15)	C	EB/Joe
		- secure space allocation	C	EB
		- select theme & source	C	WD/NY/Joe
		- determine booth construction & transportation arrangements	C	WD/NY/Joe
		- discuss set up & tear down	C	WD/NY
		- develop direct mail piece	Cancelled	WD/NY
		- determine clothing for booth	C	WD/NY
		- sponsorship of 1st Timer's Breakfast	C	WD/NY
		- Host CSAE Bd of Directors Aug 12	C	WD/NY
		- lead follow up tradeshow	C	NY
		- invoice partners	C	NY
4.	MEDIA PLACEMENT			
		- develop yearly placement plan selecting appropriate ads for each placement	C	Joe
		- administer reserv of ad space	Ongoing	EB
		- liaise with Ad agency	Ongoing	Joe
		- liaise " Ad agency re Billboard	Ongoing	DK
5.	BROCHURE DEVELOPMENT			
		- Convention Shell	C	EB/AB/DK
		- Conv Services Brochure,	TBD	DK
6.	DIRECT MAIL PIECE			
		- continue follow up of Nov '93 direct mail campaign	Ongoing	WD/NY/SC
		- continue to distribute piece (Meeting Planners Guide) to those not yet on mailing list	C	WD/NY

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
7.	GREATER HAMILTON SPORTS CORPORATION LIAISON	<ul style="list-style-type: none"> - meet with Don Bowman to attract sporting events to GH facilities, strategic approach - enhance T & C Services profile with sports officials at McMaster & Mohawk re assistance available to amateur sports groups - initiate & maintain contact with amateur sports officials in Ottawa re available facilities & services in GH area - Awaiting Marketing plans/ Business Plan 	<p>C</p> <p>On-going</p> <p>On-going</p> <p>Aug 1/94</p>	<p>EB</p> <p>JOE</p> <p>WD</p> <p>Joe</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
CONVENTION SERVICES				
1.	CONVENTION COMMITTEES			
		- Attend Host Cmte Mtg for Conventions booked (list available)	Ongoing	DK
		- Provide assistance/info, site inspect/tour guide to Conv Planners	Ongoing	DK
2.	HOUSING			
		American Foundrymen's Society		
		- Advise HtIs re room blocks	C	DK
		- Form sample sent to Planner	C	DK
		- Form Approval	C	DK
		- Form mailed to delegates by Planner	C	DK
		- Acknowledgement Cards Rec'd	C	DK
		- Forms rec'd & housing process in place (May)	C	DK
		International Science & Eng Fair '95		
		- Advise HtIs re room blocks	C	DK
		- Receive contracts/prices-htIs	C	DK
		- Provide housing report to Science Services @ Birmingham, AL	C	DK
		- Meet with Housing Counterpart	C	DK
		- Reserve/block add'l rooms	C	DK
		- Form sample sent to Planner	1995	DK
		- Form Approval	1995	DK
		- Form mailed to delegates by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
		HOUSING CONT'D...		
		TOPS PRD Conf	June 1995	
		- Advise Htl's re room blocks	C	DK
		- Receive contracts/prices-htls	Oct 94	DK
		- Meet with Conv. Planning Cmte	Oct 94	DK
		- Form sample sent to Planner	Oct 94	DK
		- Form Approval	Nov 94	DK
		- Form mailed to delegates		
		- by Planner	1995	DK
		- Acknowledgement Cards Rec'd	1995	DK
		- Forms rec'd & housing process in place	1995	DK
		CONVENTION BUILDING		
3.		- Ford World Curling Champ. Oberstdorf, Germany	C	WD
		- Cdn. Country Music Assoc. Calgary (Sep 16-20)	C	DK
		- Intern'l Science & Eng Fair Birmingham, AL (May 10)	C	DK
		- Cdn Chamber of Commerce Quebec City (Sep 16-20)	C	Joe/Nick
		- Ont Tops Annual Convention Kingston	C	DK
		- Kinsmen/Kinette - Regina	C	DK
		- Ont Municipal Social Services London	C	DK
4.		POST CONVENTION SURVEYS		
		- Follow up procedure	Ongoing	DK

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
5.	VOLUNTEERS (Lady Hamiltons)	<ul style="list-style-type: none"> - Registrations, set-up & implementation, info tables, provide specific assistance - Set up info tables, brochures & oversee volunteers during - Set up training program - Motivational seminar - Attend monthly meeting - LH Appreciation Night out - LH Appreciation 	<p>Ongoing</p> <p>Ongoing</p> <p>Nov</p> <p>Monthly</p> <p>C</p> <p>Nov</p>	<p>DK</p> <p>DK</p> <p>DK/JHC</p> <p>DK/JHC</p> <p>DK/JHC</p> <p>DK/JHC</p>

PROGRAM	TASK	DESCRIPTION	COMPLETION DATE	STAFF
<u>CONVENTION ADMINISTRATION</u>				
1.	BID PRESENTATIONS (New Bids) <i>Updated Weekly...</i>	SEE ATTACHED - DATED: Sept. 27, 1994		WD/NY/SC
2.	CONV. MARKETING COMMITTEE	- Meeting space, agenda, minutes, reports	Monthly	DK/WD/NY/SC
3.	CONVENTION DISPLAYS	- Maintain calendars for each - Est upgrade-INSTAND pop-up - Obtain approval from Mgr/Budget changes to structure - Ascertain Budget-TABLE TOP - Obtain Estimates - Provide ideas for pictures	Ongoing C C C C C	CK DK DK EB EB EB
4.	CONVENTION LIST UPDATE/STATISTICS	- Update 2 conv lists - Compile & maintain info on conventions booked - track # of delegates/spectators - Econ Impact after Convention - Econ Impact prior Convention being held for sourcing grants - Track Meet Free Program	Ongoing weekly Ongoing Ongoing Ongoing Ongoing	AP DK DK DK DK DK
5.	SALES MONITORING REPORTS	- Update report weekly - Distribute/review/maintain	Ongoing	WD/NY/SC/DK WD

To: Joe Fardell

From: June Hannah-Cook

Re: Summary of Tourist Centres to date, as of August 13th, 1994.

<u>Information Centres</u>	<u>1993 Total</u>	<u>1994 Total</u>	<u>1993 Cdn</u>	<u>1994 Cdn</u>	<u>1993 US</u>	<u>1994 US</u>	<u>1993 Other</u>	<u>1994 Other</u>
A L S	5788	4814		3215		1443		156
Dntwn	3205	4102		2698		428		976
Fifty Rd	3440	8585		5053		2753		779
R B G	<u>1938</u>	<u>4632</u>	—	<u>3137</u>	—	<u>915</u>	—	<u>580</u>
Total to date as of Aug.	14371	22133	8933	14103	4064	5539	1374	2491

Each Tourist Information Centre has seen a good increase of visitors. As of week 10 all totals in the three categories were up. The largest increase is in Canadians, +5170, the majority are from Ontario.

In 1994 the trend is "daycations", day trips within Ontario. American guests also increased for a number of reasons. The value of the US dollar made it economical for Americans to travel in Ontario. Celebrate '94 program was enticing both to Ontario residents and Americans as numerous festivals and events, attractions and special accommodation rates were featured. Advertising in Ontario and the border states and the continued success of the Celebrate program were both major contributors in the increase of visitors to the information centres. When information regarding Celebrate '94 was requested, a letter was sent along with brochures stating locations and hours of operation of the four tourist centres.

The above conclusions are based on information gathered from written and phone inquiries and visitors to the four tourist information centres.

MONTH OF JUNE 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 01 (June 5 to June 11, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	116	259	105	935	171	321
Downtown	239	212	257	181	222	318
Fifty Road	128	159	195	458	232	30
Royal Botanical Gardens	<u>112</u>	<u>146</u>	<u>507</u>	<u>570</u>	<u>210</u>	<u>396</u>
Totals	595	776	1064	2144	835	1065

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	434	531	708	1562	505	625
U.S.A.	95	140	167	399	188	157
Other	<u>66</u>	<u>105</u>	<u>189</u>	<u>183</u>	<u>142</u>	<u>283</u>
Total Visitors to Date	595	776	1064	2144	835	1065

June 1994 The Downtown Tourist Centre was open the month of June. African Lion Safari, Fifty Road and the Royal Botanical Gardens Centres were only open weekends in the month of June

* Please note totals above from 1989 to 1993 represent week totals for ALS, Fifty Road and RBG, and in 1994 weekend totals are noted as these centres were not open 7 days a week, only 3. The Downtown Centre was open 6 days a week.

cc/ Anna Bradford

MONTH OF JUNE 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 02 (June 12 to June 18, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	156	482	286	423	235	438
Downtown	217	431	95	277	252	300
Fifty Road	216	206	271	389	284	133
Royal Botanical Gardens	<u>179</u>	<u>127</u>	<u>290</u>	<u>464</u>	<u>260</u>	<u>537</u>
Totals	768	1246	942	1553	1031	1408

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	583	781	509	1067	487	744
U.S.A.	104	280	287	341	426	322
Not Recorded						144
Other	<u>81</u>	<u>185</u>	<u>146</u>	<u>145</u>	<u>116</u>	<u>201</u>
Total Visitors to Date	1363	2022	2006	3697	1866	2473

cc/ Anna Bradford

MONTH OF JUNE 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 03 (June 19 to June 25, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	124	375	271	285	335	432
Downtown	294	260	123	316	257	254
Fifty Road	125	250	192	589	318	400
Royal Botanical Gardens	<u>144</u>	<u>159</u>	<u>209</u>	<u>515</u>	<u>230</u>	<u>578</u>
Totals	687	1044	795	1705	1140	1664

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	473	540	424	1051	674	874
U.S.A.	161	433	260	516	377	443
Other	<u>53</u>	<u>71</u>	<u>111</u>	<u>138</u>	<u>89</u>	<u>347</u>
Total Visitors to Date	2050	3066	2801	5402	3006	4137

cc/ Anna Bradford

MONTH OF JUNE/JULY 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 04 (June 26 to July 2, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	186	632	381	260	424	432
Downtown	192	264	158	377	581	254
Fifty Road	269	386	302	815	190	400
Royal Botanical Gardens	<u>183</u>	<u>216</u>	<u>299</u>	<u>652</u>	<u>310</u>	<u>578</u>
Totals	830	1498	1140	2104	1505	1664

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	556	967	545	1265	922	874
U.S.A.	160	451	446	654	424	443
Other	<u>114</u>	<u>80</u>	<u>149</u>	<u>275</u>	<u>159</u>	<u>347</u>
Total Visitors to Date	2880	4564	3941	7506	4511	4137

cc/ Anna Bradford

MONTH OF JULY 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 05 (July 1 to July 4, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	917	748	613	87	690	732
Downtown	657	263	189	292	176	465
Fifty Road	1373	267	388	780	499	485
Royal Botanical Gardens	<u>417</u>	<u>154</u>	<u>356</u>	<u>481</u>	<u>271</u>	<u>519</u>
Totals	3364	1532	1546	1640	1636	1670

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	1996	1005	870	954	1095	1169
U.S.A.	1119	416	481	557	379	556
Not Recorded						229
Other	<u>249</u>	<u>111</u>	<u>195</u>	<u>129</u>	<u>162</u>	<u>247</u>
Total Visitors to Date	6244	6096	5487	9110	6147	8760

The above Tourist Centres were open 7 days a week, starting July 1, 1994.

1994 Summer season - The following festivals and events took place in Greater Hamilton during the week of July 1 to July 9 :

Earthsong (June 30-July 3), It's Your Festival (July 1-3), Rockton Antique and Hobby Show (July 9), and the Festival on the Beach (July 9).

cc/ Anna Bradford

MONTH OF JULY 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 06 (July 10 to July 16, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	537	539	507	102	307	935
Downtown	442	270	223	226	256	432
Fifty Road	1342	379	235	652	672	574
Royal Botanical Gardens	<u>764</u>	<u>184</u>	<u>307</u>	<u>408</u>	<u>412</u>	<u>746</u>
Totals	3085	1372	1272	1388	1647	1457

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	2024	943	793	364	964	1607
U.S.A.	687	319	334	871	538	570
Not Recorded						200
Other	<u>374</u>	<u>110</u>	<u>145</u>	<u>153</u>	<u>145</u>	<u>301</u>
Total Visitors to Date	9329	7468	6759	10498	7794	11438

Week of July 10-July 16 : Hess Village Jazz Festival (July 15-17)

cc/ Anna Bradford

MONTH OF JULY 1994

TO: Joe Fardell
 FROM: June Hannah-Cook
 RE: Visitors Statistics from Tourist Information Centres

Week 07 (July 17 to July 23, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	665	729	651	65	603	732
Downtown	531	258	202	250	296	456
Fifty Road	1104	342	347	674	597	621
Royal Botanical Gardens	<u>688</u>	<u>206</u>	<u>211</u>	<u>627</u>	<u>261</u>	<u>652</u>
Totals	2988	1535	1411	1616	1757	2461

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	2057	1072	894	1012	993	1463
U.S.A.	606	303	370	426	534	537
Not Recorded						161
Other	<u>325</u>	<u>160</u>	<u>147</u>	<u>178</u>	<u>230</u>	<u>300</u>
Total Visitors to Date	12317	9003	8170	12114	9551	13899

Week of July 17-July 23, 1994 - The following festival took place in Greater Hamilton: Hess Village Jazz Fest (July15-17)

cc/ Anna Bradford

MONTH OF JULY 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 08 (July 24 to July 30, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	814	692	580	92	508	657
Downtown	378	267	269	277	402	468
Fifty Road	1518	388	418	817	610	676
Royal Botanical Gardens	<u>746</u>	<u>164</u>	<u>213</u>	<u>416</u>	<u>384</u>	<u>609</u>
Totals	3456	1511	1480	1602	1904	2410

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	2187	877	890	904	1097	1316
U.S.A.	930	429	359	496	506	763
Other	<u>339</u>	<u>205</u>	<u>231</u>	<u>202</u>	<u>301</u>	<u>331</u>
Total Visitors to Date	15773	10514	9650	13716	11455	16309

Week of July 24 to July 30 - The following festivals took place in Greater Hamilton:
Aquafest (July 23-24) and the Annual Antique Steam & Gas Engine Show
(July 23-24)

cc/ Anna Bradford

MONTH OF AUGUST 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 09 (July 31 to August 6, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	702	716	715	153	643	723
Downtown	559	440	244	294	269	425
Fifty Road	1343	588	233	929	730	588
Royal Botanical Gardens	<u>736</u>	<u>342</u>	<u>344</u>	<u>603</u>	<u>595</u>	<u>783</u>
Totals	3340	2086	1536	1979	2237	2519

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	2154	1282	1042	1162	1177	1515
U.S.A.	798	584	328	552	629	717
Other	<u>388</u>	<u>220</u>	<u>166</u>	<u>265</u>	<u>431</u>	<u>287</u>
Total Visitors to Date	19113	12600	11186	15695	13692	18828

Week of July 31 to August 6 - The following festivals took place in Greater Hamilton:
OPA Greek Festival (July29-August1), Scarecrow Picnics (August 5-7), and
Festival of Friends (August 5-7)

cc/ Anna Bradford

MONTH OF AUGUST 1994

TO: Joe Fardell
FROM: June Hannah-Cook
RE: Visitors Statistics from Tourist Information Centres

Week 10 (August 7 to August 13, 1994)

<u>Information Centre</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
African Lion Safari	597	616	574	404	501	694
Downtown	593	540	250	197	220	489
Fifty Road	1167	375	297	616	586	510
Royal Botanical Gardens	<u>663</u>	<u>240</u>	<u>309</u>	<u>379</u>	<u>346</u>	<u>615</u>
Totals	3020	1771	1430	1596	1653	2308

*Fifty Road replaced Confederation Park booth in 1991.

<u>Origin of Visitors</u>	<u>1994</u>	<u>1993</u>	<u>1992</u>	<u>1991</u>	<u>1990</u>	<u>1989</u>
Canada	1639	935	766	868	815	1238
U.S.A.	879	709	454	560	614	658
Other	<u>502</u>	<u>127</u>	<u>210</u>	<u>168</u>	<u>224</u>	<u>412</u>
Total Visitors to Date	22133	14371	12616	17291	15345	21136

Week of August 7 to August 13 - The following festivals took place in Greater Hamilton:
American Civil War Re-enactment (August 13-14) and the Vintage Auto
Sprints at Christie Conservation Area (August 13-14)

cc/ Anna Bradford

GREATER HAMILTON TOURISM & CONVENTION SERVICES

BIDS UPDATE: August 25, 1994 - September 28, 1994

Work In Progress

Bids Submitted - Awaiting Response

CONTACTS	ORGANIZATION	BID SUBMISSION DATE	# OF DELEGATES	# OF HOTEL ROOMS	MEETING DATES ARRIVAL DEPARTURE	ANTICIPATED DECISION DATE	COMMENTS
Nancy	Gideons International of Canada	31-Mar-93	800	600	29-Jun-97 02-Jul-97	18-Sep-94	- September 18, 1994 was the National Cabinet Meeting, if Thunder Bay was not able to accept then Hamilton & Ottawa will be considered; follow-up shortly
	2nd set of dates for the above				06-Jul-97 09-Jul-97		- awaiting decision
Ward	Ontario Marina Operators	03-Apr-93	400	300	Nov-95 Nov-95	?	- awaiting response from Culture & Recreation Department
Sue	Canadian Parks & Recreation Association	21-Apr-93	600	600	08-Aug-98 13-Aug-98	?	- awaiting response from local committee
Sue	First Annual Conference on Road Safety	01-May-93	200	100	not available not available	?	- awaiting response from Association
Nancy	Canadian Parking Association	04-May-93	400	400	Oct-97 Oct-97	Nov-94	- still restructuring the conference format
Ward	**Ontario Urban Transit Assoc. - Jun-1-93	01-Jun-93	250	150	Apr-95 Apr-95	?	- no decision expected in the near future
Ward	National Assoc. of Mathematics Educators	02-Sep-93	600	200	29-May-96 01-Jun-96	?	- conference qualifies for the 'Meet Free' program
	2nd set of dates for the above				28-May-97 31-May-97		
Ward	Soil and Water Conservation Society	06-Oct-93	1200	550	24-Jul-97 30-Jul-97	31-Oct-94	
	2nd set of dates for the above				31-Jul-97 06-Aug-97		
	3rd set of dates for the above				07-Aug-97 14-Aug-97		
Sue	Int Inst Peace through Tourism (Ontario)	25-Nov-93	50	50	1995 1995	01-Nov-94	- organizers to complete 1994 conference series before considering 1995
Sue	Canadian Association of Journalists	06-Dec-93	500	500	Nov-97 Nov-97	?	- awaiting decision
Ward	Aggregate Producers Assoc. of Ontario	11-Jan-94	350	200	28-Feb-96 02-Mar-96	Jul-95	- decision will be made by mid July, 1995, London is one of Hamilton's competitors
Sue	Canadian Figure Skating Association	23-Feb-94	30000	1500	07-Jan-98 11-Jan-98	?	- awaiting decision from Ottawa
Sue	Cdn. Precision Figure Skating Chmships	23-Feb-94	3000	750	05-Apr-96 07-Apr-96	?	- awaiting decision from Ottawa
Ward	International Assoc. of Aeron Investigators	03-Mar-94	500	325	11-May-97 16-May-97	15-Nov-94	- final submissions have been provided to the IAAI, Board will make decision in November
Ward	Ontario Pharmacists Association	06-Apr-94	350	350	25-Apr-96 28-Apr-96	?	- awaiting decision

2.2m

BIDS UPDATE: August 25, 1994 – September 28, 1994

“Work In Progress”

Bids Submitted - Awaiting Response

[illegible]

BIDS UPDATE: August 25, 1994 – September 28, 1994

"Work In Progress"

Bids Submitted - Confirmed

[illegible]

BIDS UPDATE: August 25, 1994 – September 28, 1994

Work In Progress*

Bids Submitted -- Lost

[illegible]



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